

Atousa Ghahramani

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Career Objectives

As a digital media practitioner with many years of experience in sales, marketing and business development, I am seeking to cooperate with the companies who are interested to plan multichannel marketing strategies (Digital and Traditional) to support diverse communities.

Employment History & Responsibilities

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|-------------------|---|
| 2010-present | CEO / Business owner
Atomir Pharmaceuticals Trade and Marketing Company, Australia |
| | <ul style="list-style-type: none">• Developing product marketing through wide range of market research.• Implementing data analytics to evaluate the market.• Providing marketing plans to grow the sales of Australian pharmaceuticals manufactures in international markets. |
| June 2020-present | Founder / Marketing Strategist
Business Analytics Student Association (DASA VU), Australia |
| | <ul style="list-style-type: none">• Supporting students in business analytics and create awareness on new developments in data analytics• Connecting the students to the industry• Assisting lecturers in troubleshooting and consultation sessions• Conducting hands-on workshops to improve student's skills in business analytics |
| 2002-2010 | Business Development Manager / Marketing Manager
DSGS FZCO, Dubai, United Arab Emirates |
| | <ul style="list-style-type: none">• Improving product marketing• Using modern strategies to market and sales the products of European Pharmaceuticals manufacturers• Representing manufacturing pharmaceuticals companies to the Middle East |
| 2000-2002 | Sales and Marketing Manager
TEMAD Pharmaceutical Company, Tehran, Iran |
| | <ul style="list-style-type: none">• Leading the marketing team to market and sell the active pharmaceutical ingredients produced by this company to the local finished pharmaceutical producers. |
| 1995-2000 | Commercial Director
Arastoo Pharmaceutical Company, Tehran, Iran |
| | <ul style="list-style-type: none">• Providing commercial support to the organization• Exporting the products to the Middle Eastern market• Importing raw materials from overseas. |
| 1990-2000 | Science Teacher
High school, Tehran, Iran |
| | <ul style="list-style-type: none">• Teaching science and chemistry to children age 14-18 |

Education & Qualification

- 2019- 2020 **Victoria University, Melbourne, Australia**
Master of Digital Media
- June 2020-present **Maribyrnong City Council, Australia**
Marketing Development Manager, Professional Internship
- July 2017 **PNORS Technology Group, Melbourne, Australia**
Digital Marketing Internship
- Dec 2016 **Mentor Human Resources Pty Ltd, Melbourne, Australia**
Customer Engagement Certificate II BSB20215
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- 1999-2000 **Industrial Management Institute, Tehran, Iran**
- Diploma in business and commerce management
 - Certificate in Project Management
 - Certificate in Export/Import Management
- 1990-1995 **Shiraz University, Iran**
Bachelor of Pure Chemistry

Technical Skills

- Data analytics (R and RStudio)
- Web technologies (WIX, Wordpress, Google website builder)
- Design management
- Digital marketing (SEO, SEM, Google analytics, Email campaign, Social Media Marketing)
- Marketing plan
- Video production
- Chatbot development (IBM Watson)
- 2D, 3D VR game production (Unity)
- Microsoft office (word, excel, power point)
- Social Media (Facebook, Instagram, Twitter, LinkedIn)
- Presentation (Canva, PowerPoint)
- Graphic Design (Canva, Gravit)
- Workshop (Zoom, Google doc, Google forms)
- Surveys (Google forms, Miro, SurveyMonkey, Poll Maker)

Research Skills

- Research proposal: The most appropriate social media platforms to educate couples to enhance their communication skills?
- Research proposal: Social media analytics in health and wellbeing: A case study “Adult Diabetes”
- Many years of experience in Market research and Market analysis in diverse industries

Soft Skills

- Improving knowledge and new skills
- Building relationships based on empathy
- Having intellectual curiosity
- Embracing new challenges
- Being comfortable with new experiences
- Demonstrating flexibility when things change
- Developing self and others
- Having strong communication skills
- Seeking collaboration
- Developing new ideas and design thinking
- Leading team and project management
- Working well in a team
- Focusing on results to achieve effective outcome

Community Memberships

- SSA (Statistical Society of Australia)
- WWCode (Women Who Code)
- RLadies Sydney
- RLadies Melbourne
- DASA (Data Analytics Student Association)

Social Media accounts

- LinkedIn

<https://www.linkedin.com/in/atousa-ghahramani-ab322980/>

- Twitter

@alisha61063738

Website

GitHub

<https://github.com/atousa123/Atousa-Ghahramani.git>

Referees

- **Dr. Natasha Dwyer**
Victoria University
Digital Media lecturer and course coordinator
Email: Natasha.dwyer@vu.edu.au
- **Dr. Leanne White**
Victoria University
Digital Marketing and Marketing lecturer
Email: Leanne.white@vu.edu.au
- **Mr. Nicholas Smith**
PNORS Technology Group Pty Ltd
Digital Marketing Manager
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