

Contact

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mastermachine.online

Top Skills

Digital Strategy
Budget Management
eCRM

Languages

English (Professional Working)
Persian (Native or Bilingual)
Turkish (Native or Bilingual)
Spanish (Elementary)

Publications

Integration of PCA and DEA for identifying and improving the impact of Six Sigma implementation on job characteristics in an automotive industry

Hatef Kouzehchi

Digital Marketing Manager at Khanoumi
Tehran Province, Iran

Summary

Marketing is storytelling and I'm fascinated by stories. I'm endlessly intrigued by how stories can unravel the mysteries of human behavior and psychology, offering valuable insights into how we can influence and connect with our audience. Growing up in the digital era, I've witnessed firsthand the transformative power of technology, which naturally led me to the realm of digital marketing.

As a Digital Marketing Manager in a thriving startup, I bring a blend of enthusiasm and rapid learning to the table. I thrive on diving into intriguing and challenging subjects, constantly pushing the boundaries of what's possible in the digital landscape. My mission is to craft narratives that resonate with audiences and drive results.

Let's connect and explore the possibilities.

Experience

Khanoumi.com
Digital Marketing Manager
November 2023 - Present (4 months)
Tehran, Tehran Province, Iran

Master Machine
Co-Founder
June 2023 - Present (9 months)
Toronto, Ontario, Canada

Co-Founder, Board and Managing Director of MasterMachine.online, registered as Hotsun Technologies Ltd.

Responsibilities:

- Lead the team toward MVP launch and product market fit
- Manage stakeholder relationships, to attract investments
- Plan and manage sales and marketing initiatives
- Follow up legal, finance and business functions

Karnameh

Digital Marketing Manager

October 2022 - November 2023 (1 year 2 months)

Tehran, Iran

Mahannet

7 months

Marketing Consultant

October 2022 - December 2022 (3 months)

Tehran, Iran

Digital Marketing Manager

June 2022 - October 2022 (5 months)

Tehran, Iran

UID

Digital Marketing Manager

February 2021 - February 2022 (1 year 1 month)

Tehran, Tehran Province, Iran

Darmankade.com

Digital Marketing Manager

March 2020 - February 2021 (1 year)

Tehran, Iran

Determine Digital Marketing Strategy & Launch New Products

Market Research & Analytics, Growth Hacking & A/B Testing

Managing Digital Channels: SEO, Social Media, Communications &

Automation (Email, SMS & Push Notification) & Online Ads.

Chilivery.com

Digital Marketing Manager

February 2017 - September 2017 (8 months)

Tehran Province, Iran

Design and Launch Multi-Channel Marketing Campaigns, Negotiate and Launch Co-Marketing Campaigns.

Gain Experience in App Marketing, Online Ads (Social, Adwords, Native, Retargeting, and Display), Influencer Marketing, Google Analytics, A/B Testing, Marketing Automation, and Market Research.

Seem Cafe

Co-Founder & Social Media Marketer

October 2016 - September 2017 (1 year)

Tehran Province, Iran

Gain Experience in Brick & Mortar, Event Marketing, Photography.

Began Learning Adobe Photoshop, Premiere, and Illustrator Softwares.

cheloketab.com

Co-Founder & Digital Marketer

February 2015 - September 2016 (1 year 8 months)

Tehran

Began Learning SEO, SM, Email, and Content Marketing.

Discontinued Because of Failure In Producing A Product.

PEDC

Business Development Associate

June 2014 - January 2015 (8 months)

Tehran Province, Iran

Feasibility Study, Business Plan Development, Cash Flow & Finance Reports.

Strategic Management Certificate.

SOHA

Project Management Intern

June 2013 - August 2013 (3 months)

Tehran Province, Iran

Register EZPAY Trademark, Assisting Project Scheduling & Management.

Aryana Industrial & Research Group

Project Management Intern

June 2012 - October 2012 (5 months)

Tehran Province, Iran

Receive PMBOK 2008 Certificate and Translate Articles

Tosan (Kish Ware)

Project Management Intern

June 2012 - August 2012 (3 months)

Assist Implementation of PMBOK 2008 Certificate

Education

University of Tehran

Bachelor's degree, Industrial Engineering · (2010 - 2014)