



# POURYA ZEYDI

EXPERTISE IN CAFÉ  
BUSINESS CONSULTING

Experienced café consultant and business planner with over a decade of expertise in the café industry. Proven track record in managing operations, staff training, and launching successful café-restaurant startups. Founder of "Poonz," a unique and innovative café brand inspired by top global café chains. Combining deep operational knowledge with technical skills to deliver exceptional customer experiences and scalable business models.



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## EDUCATION

2016 | Brew Barista Course

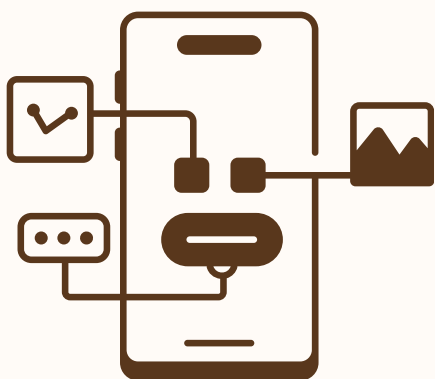
2015 | Iran Coffee Academy-iCoffee

2015 | Latte art Course

2019 | Bachelor's degree (accountant)

2024 | Udemey Certificate React & Next js course

2024 | Coffee Shop Bussines plane Course



PERSONAL SKILL

Latte Art	★ ★ ★	Accountant	★ ★ ★
Brewing	★ ★ ★ ★ ★ ★	Warehouse	★ ★ ★ ★ ★
Teamwork	★ ★ ★ ★ ★	Management	★ ★ ★ ★ ★
Operate Tools	★ ★ ★ ★	Inventory Control	★ ★ ★ ★
Team Lead	★ ★ ★ ★ ★	Staff Training	★ ★ ★ ★ ★
Cost Control	★ ★ ★	Computer Science	★ ★ ★ ★
Marketing	★ ★ ★ ★ ★ ★	Accounting and	★ ★ ★ ★ ★
Coffee Quality Control	★ ★ ★ ★ ★	Bank Control	★ ★ ★ ★ ★

**Café & Restaurant Management:** Team leadership, operations oversight, customer service excellence

**Brand Development:** Concept design, market research, customer experience optimization

**Startup Consulting:** Strategic planning, menu development, staff training

**Technical Skills:** Basic programming (React.js, Next.js), digital solutions for cafés

EXPERIENCE WORK

Internal Manager & Staff Trainer

Café Market (Foodhall Market, Karaj) | Karaj, Iran | Dec 2022 - Mar 2024

Managed daily operations from the inception of the project, including staff training and team coordination.  
Developed operational workflows to streamline service and enhance customer satisfaction.

Startup Consultant & Operations Manager

Balloon Café (Promart, Fereshteh Branch) | Tehran, Iran | Sep 2022 - Dec 2022

Assisted in launching the new branch with a focus on menu development, recruitment, and staff training.  
Supervised setup processes to ensure timely and successful operations.

EXPERIENCE WORK

Barista & Shift Supervisor

V Café | Tehran, Iran | Dec 2016 - Sep 2017

Worked as a barista in the Felestin branch and contributed to launching the Andarzgoo branch.  
Promoted to shift supervisor, managing daily operations and team performance.

Barista

Café Viuna | Tehran, Iran | Dec 2014 - Sep 2016

Started as a floor staff member in the Kourosh Mall branch and advanced to a trained barista.

Programming Experience

Frontend Developer

Yadeam AI Finance | Remote | Aug 2024 - Oct 2024

Developed responsive and efficient user interfaces using Next.js 14.  
Collaborated closely with the team to deliver scalable and secure financial solutions.

Farzanegan School Project

Freelance | Iran | 2019

Assisted in the development of a school management system, focusing on UI/UX improvements.

