



Sara Mirzaee

## EDUCATION

DBA (Doctor of Business administration)	
Swiss Management University Switzerland	2010- 2014
MBA (Master of Business Administration)	
Sharif University and Royal roads of Canada -Tehran, Iran	2004-2006
Azad University-Tehran, Iran	
B.A English translation	1997
Qavam High school Diploma -Tehran, Iran	1991

## EMPLOYERS

VCG (Vision Creative Group) CEO	Oct 2019- Present
Daarvag International CEO & MOB	July 2016- 2019
NOA Consulting Group (Personal business) Chairman www.Noagroup.com	March 2014- Present
Torfeh Negar Holding companies Member of Board	2014-2016
Faragostar Tejarat Member of board	2010-Present
Consultancy of different companies	2009- 2016
Innovate Consultants Vice Director	2008- 2010
Daarvag International Director of Client Services	2005 - 2008
Publicis. Graphics Tehran (PGT) Account Director	2004-2005
Mitsubishi corporation Sales and marketing Manager (Mitsubishi & Konica distributor in Iran)	1998-2004
Top Supervisor & Commercial manager (Mitsubishi & Konica distributor in Iran)	1997-1999
Takhte jamshid lab Supervisor Tehran, Iran	1992-1997



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## EXPERIENCE

### Management

- Business Consultancy , Analysis of the current situation, future potentials, SWOT Analysis ( Market trends analysis, consumer's behaviors & competitors analysis in order to design the best winning scenarios)
- Development of annual budget plan
- Development of business strategy according to the Holding or company strategies and cascading it to task of each department.
- Interviewed, hired and trained marketing and the sales force
- Negotiated contracts and provided assistance for purchasing and supplying equipments and materials
- Managing & coaching marketing group.
- Managing all account managers in an advertising agency
- Managing advertising project. Consulting the best economical way, and Managing projects from A to Z.
- Developing brand key positioning, brand communication strategy, media strategy and detailed media plan
- Great networking relationship with different organizations and media
- Good management and leadership in a project, how to assign people, how to motivate them, how to control and making all related coordination to meet the milestones
- Capability of launching a new brand and managing all branding process
- Good knowledge of marketing and execution of all marketing process being in liaison with other departments to achieve company's goals

### Teamwork

- Collaborated in a group of visitors, marketers, and account managers. Encouraging them to fulfill sale's objective.
- Continuous training
- Cooperating with my team members in a fair way, they like their job more and respect organization missions

### Teaching

- Brilliant experience in coaching & teaching different classes in universities and private institutes in marketing, branding, advertising and recently on personal development (mostly in organizations to encourage team and increase their commitment & meaning of being)



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## EXPERIENCE

### Miscellaneous: Books & Articles

#### Books & Articles

Academic IELTS: Overall 7

Essay and Translation:

- Translation of Zag , Marty Neumeier
- Translation of Building brands & believers , Kent Wertime
- Translation of Power of Purpose , Richard J Leider
- Translation of Thao of Warren Buffet
- Writing "the Role of Celebrities in Brand growth"
- Writing " the secret of Leadership"
- Writing a new book in IGI Global in USA" Developing Brands Using Archetypes"; It will be published in 2018
- Writing Archetype in marketing , published in Amazon
- Translation of "From Blend to Brands, branding in Asian countries"
- Translation of "Enlightenment now" Steven Pinker as the best book from Bill gate's point of view
- Writing "Baaham" as an inspiring book

Some articles & interviews that are available in my personal website: [www.saramirzaee.com](http://www.saramirzaee.com)

Several articles and essays in different magazines & news papers

## ABILITIES

### Primary

Business Analysis, Marketing, Advertising, Management, Branding, Sales & marketing, Market research, advertising, Social & digital marketing

### Secondary

event management





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## CONSULTING HISTORY

**A:** building a new brand in food industry ( one of the key brand in Iran khodro holding) management of mentioned brand from A to Z, brand name, brand positioning development, brand portfolio management, brand communication strategy and go to the market and sales strategy

This brand is the first brand in my resume which I was with it from its creation till now

**B:** Consultancy and management of Choopan Ice cream Launch, management of the whole project:

Choopan was producing Ice creams for 3 years but there was no brand awareness and market share. After my cooperation a market research has been done by myself and then a creative campaign has been developed and by a fair budget comparing to competitors a bang has been happened and Choopan has an incredible brand awareness on its ice cream and a good demand in the market, unfortunately their commercial and production were not fast enough to help sales and the demand was more than the supply and the traditional management belief discouraged me to continue cooperation with this company.

**C:** Consultancy in sales and marketing professions by the name of Holoo)

- Developing brand strategies, brand extension and all brand communications
- Developing marketing plan
- Reengineering sales methods
- Promotional plans for their distributors across Iran

**D:** Consultancy in organizational structure and marketing

- Planning in business expansion in other markets such as : Sudan and KSA
- Consultancy in commercial affairs

**E:** Valuable experiences in branding and marketing and advertising planning and managing in follow mentioned industries:

### Detergent, Hygiene industries:

- |            |          |             |
|------------|----------|-------------|
| • Pakshoo  | • Paxan  | • Mobarak   |
| • Unilever | • Henkel | • Home care |

### Banking:

- |               |                             |                  |
|---------------|-----------------------------|------------------|
| • Maskan bank | • ENB (Eghtesad Novin Bank) | • Keshavazi Bank |
| • Mellat Bank | • Parsian Bank              |                  |



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## CONSULTING HISTORY

### Food Industries:

- Behshahr – Ladan ( Safola)
- Snack & Chips (Cheetoz)
- Kent (relax)
- Gallina blanca
- Danette
- Golestan
- Kraft (Jacobs)
- Fruit Juice (Shadlee , Spoota)
- Kalleh
- Saharkhiz
- Nestle
- Sauce(Mahram)
- BA

### Telecommunication, IT

- Nokia
- Samsung
- Hamkaran System
- Huawei
- Torfeh Negar

### Home Appliances and Office machinery

- Toshiba
- LG
- Canon
- Samsung
- HP
- Miele

### Automotive

- Fouman Chimie  
Iran Khodro Pars Khodro

### Clothing

- Jamineh
- Giva

### Others

- Knuaf
- JTI
- BAT

### PR & Event management

- Nokia
- Fooman Chimie
- Adan
- Unilever
- TPLink
- BMW
- Mahram
- Brand Conference
- Knuaf
- BAT
- Shadlee
- TP Link
- India Embassy



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## Achievements

### The following are some of my achievements:

- Trained more than 30 reputable brands' marketing managers with great success
- Successfully created seven brands in Iran and managed their complete process from naming, positioning, portfolio, brand extension, communication strategies to their development
- Helped brand strategies and re-positioning of more than 40 companies
- Consulted international brands on marketing strategy in Iran
- Consulted and successfully increased the sales of more than 40 companies in last 7 years in different industries in Iran.
- Translation and writing of 8 books and 35 essays on branding, marketing and advertising.
- I published 2 articles on my dissertation subject, which my new book is published in Amazon and I have a contract with another publisher to publish my book too in the USA, on the recommendation of my advisor. Please see attached the approval of my book publishing.
- Production and execution of more than 60 creative advertising campaigns in Iran for local and international brands. You can review the credential and case studies of companies in the attached document. I was named & awarded as the best speakers among 20 speakers in 3 seminars on branding and marketing. International brand conference in Iran in 2011, 2012)

## Research History

Managing different successful projects in different kinds of researches such as : Quantitative , qualitative(FGs & IDI), Mystery shopping, Home visit, Retail Audit

The main focus & expertise is on qualitative research on FGs or In-depth interviews and I was involved in projects for follow mentioned clients.

I know how to design a good discussion guide to cover all important issues and also moderation of all FG & IDI sessions as I'm an extrovert person and study considerable on people behavior and psychologically speaking I know how to get some information from people in any session and more important how to manage sessions.

The last but not the least is final report that a person with marketing background can make a better analysis of gathered data.

LG- Miele- Samsung- Shadlee- Mahram- Oghab Tea- Nikoo Tan Poush- Pakban- Choopan- Kalleh- Orion(Chocopie)- Turquoise Partners( Mineral water- Confectionary- Culinary) – Somayeh- Torfehnegar(Holoo)- Yaks- Karman- BA- Panbehrese- Cheetoz

## Charity works

### UNICEF:

Bam Project: I managed 3 considerable projects for UNICEF (Earthquake & the importance of hygienic consumption of water and Sickle disease prevention education) in 2005 & 2006. A campaign for AIDS & Health Center in 2008

### UNESCO:

An exhibition for peace: Developing related scenarios and movie production beside the event management

### Bonyad Danesh:

It's a 5 years institute helping to orphanage talented students to continue their study. I helped them in all marketing, branding & fund raising projects, as a matter of fact I've run it from A-Z as a brand with no identity and now they are running their jobs more and more confident by building a great infrastructure on their marketing & branding.