

# Amir Hossein Hosseini Pazhooh

Amirhp.ir  
linkedin.com/in/amirhp  
amirhhhp@gmail.com  
09354205407

Your team is always busy of the product and it's the time to have someone in the product team with a view from outside trying to improve the product.

## EXPERIENCE



### **Nobaar, Tehran — Managing director**

JUNE 2018 - Present (3 YEARS)

Nobaar is a movement system. I joined to a personal investor that has the plan to run a new startup and wanted build from scratch, reach KPIs and ready to pitch to investors. I team up, planed product strategy, review marketing channels and preparation business model and financial projection.



### **TheMiniCEO, Tehran — Founder**

JUNE 2018 - Present (3 YEARS)

We help you find the overall status of your product in the market, design new solutions for the customers, improve the current product and help your product team rock. The first thing we do is analysing the current state of your products. We need to do a market research and learn more about the problems. Knowing the problems well, it's time to design the best solution. Prepare: It's now the time to sit with developers and start product development. For Startups: As a startup owner might put less time for you to focus on the product which your business is all about. We help you focus on the product and grow product managers inside your team. For Small Businesses: If you are one of them without any experience in online space our solutions and experience will help you refine and optimize your product for the real customers so that you can increase what you expect from the online business.



### **Alibaba Travel, Tehran — Product owner**

MAY 2019 - JANUARY 2020 (9 MONTHS)

Alibaba is a travel agency with an online solution. I working on Tour product and suggest to customer full package travel solutions (with an airplane, hotel, and activity). Increased acquisition by inbound marketing Features (Upsell and main page promotion) and get 30% of daily sales to share. Increased calls to 30% by improving visual elements and popup solutions based user searched. Improve the transparency of developing based scrum framework, implement a backward working method and improve stakeholders' communication.

## SKILLS

**Analytic tools:** Hotjar - Google Analytic - Google Sheet - WebEngage - Google optimize - Tag manager

**Marketing skills to found best channels and persona:** Content marketing - Viral marketing - PR - Social media - SEO - Guerrilla marketing - Offline ad - Marketing automation

**Tech skills to make a MVP:** PHP - HTML - CSS - Wordpress

**Organizations skills to manage team and moving to the vision:** Design thinking - Scrum - Financial projection - Presentation - OKR - Strategic planning - Storytelling

**Personal trait skills:** creative - analytical thinking - divide and conquer approach

## CERTIFICATES

**Sales and Negotiation** (AYA business school)

**Viral Marketing and How to Craft Contagious Content** (Wharton online/ university of pennsylvania)



## **Takhfifan, Tehran — Product Development Specialist**

AUGUST 2018 – MAY 2019 (8 MONTHS)

I worked in Travel section and I Planning a product development strategy and Worked with engineers to design the mockups. I analysis competitors to found most important value proposition and Optimized operations processes. I talked to CRM to Maintaining product vision based on real demand received from customers and feedback.



## **Mibarim, Tehran — Co-founder and CEO**

MAY 2016 - JUL 2018 (2 YEARS)

Mibarim was a modern carpooling service. I have experience in requirement analysis and market analysis and how to design an MVP. I learned how to a presentation a pitch deck and rise investment for startups, Also I write marketing strategy and work on Design and analysis marketing campaign and reach to sales. I contact E-commerce law of Iran, financial and regulation and tax issues. I Leadership team (10 persons) and Hire or promote staff members so I learned many things about the human resource.



## **Peivast, Tehran — Journalist & Managing Editor**

JAN 2014 - JAN 2017 (3 YEARS)

After bachelor degree I launch new peivast's Product, peidad. I learn how to planning content strategy and optimizing SEO and Implement emergency journalism, also I learn social media journalism. Also I learn how make a team and negotiate to organization members. I Edit, proofread and improve writers' posts and Use content management systems to analyze website traffic and users engagement metrics.

### **PROJECTS**

**Product.alibaba.ir — A back stage for product department**

**Themniceo.ir — A Community for product managers**

**Translate “The Product Manager's Survival Guide” Book — A book about Everything You Need to Know to Succeed as a Product Manager**

**Write “Human Blockers” Book — A Guide about human resource for startups**

**Design Thinking for Innovation** (University of Virginia Darden School of Business)

### **BOOKS THAT I READ**

Leader eats last, The Startups of You, How Google Works, The Product Book, Traction, The Product Manager's Survival Guide, Originals: How Non-Conformists Move the World

### **CONSULTANT EXPERIENCE**

**SOHA (TOSAN) - Social media consultant (6 months)**

**Salam Donya - Content strategy (12 months)**

**Danesh-e emrooz - Editor in chief consultant (6 months)**

### **EDUCATION**

**Shiraz University, Shiraz— Master of Software design and development**  
2017 - 2019

**Amirkabir University, Tehran— Bachelor of Information Technology**  
2011 - 2016