



# JAMSHID ALINASAB

## PROFESSIONAL EXPERIENCE

### Marketing & Sales Specialist

*System Group Software Company, Iran | 05/2010 – 12/2012*

- Delivered ERP consulting for SMEs, enhancing client operations and digital adoption.
- Developed tailored sales strategies, increasing software adoption by 30%.
- Conducted training sessions to drive system uptake and sales engagement.

### Marketing & Sales Specialist

*City Bank of Iran | 04/2013 – 12/2017*

- Designed and implemented multichannel marketing campaigns, boosting customer engagement.
- Analyzed financial and customer data to tailor service offerings, increasing client conversion rates.
- Led cross-functional initiatives that supported product development and digital banking innovation.

### Sales and Retail Associate

*Esalat Food Industries, Iran | 01/2017 – 04/2018*

- Managed retail merchandising strategies to maximize in-store product visibility.
- Negotiated and closed sales contracts with key distributors and retail clients.
- Monitored inventory levels and implemented stock control strategies to reduce turnover delays.

### Marketing & CRM Project Manager

*Nimo Engine Group, Iran | 01/2017 – 12/2019*

- Led strategic market research initiatives to support new product positioning and market entry.
- Designed CRM programs that improved customer retention and engagement by 25%.
- Streamlined sales and marketing processes, resulting in a 15% increase in operational efficiency.

### Director, Centre for Online and Distance Learning

*University of Otago, NZ | 01/2023 – 12/2023*

- Developed learner-centric engagement workshops to increase postgraduate program satisfaction.
- Led international partnerships and stakeholder relations to enhance brand visibility.
- Applied project and event management to deliver strategic academic-marketing collaborations.

## TRAINING & CERTIFICATIONS

- Project Management Certificate (PMBOK Standard)
- Business Intelligence Analyst – Udemy
- ERP Systems & CRM Training – System Group
- Financial & Banking Training – City Bank
- Entrepreneurship & Business Life Coaching – Udemy

## VOLUNTARY ACTIVITIES

- **Community Support Volunteer**, University of Otago, New Zealand (2023)  
Assisted international students in acclimating to campus life, provided peer mentoring, and facilitated orientation sessions to support student integration.
- **Research Workshop Volunteer**, Islamic Azad University, Iran (2020)  
Coordinated logistics, registration, and participant support for academic workshops on research methodology and scholarly publishing.

## ABOUT ME

**DoB:** 15.12.1985

**Auckland,  
New Zealand**

**Mobil:** +64 210606975

**E-Mail:**  
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## LANGUAGES

**English:** Fluent

**Persian:** Native

**German:** Intermediate (Goethe B1)

## COMPETENCIES

- Team Leadership & Collaboration
- Strategic Communication
- Adaptability & Resilience
- Critical Thinking & Problem-Solving

## SKILLS & COMPETENCIES

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### Data Analysis & Statistics

- Professional level (daily application): Smart-PLS, SPSS, AMOS, Minitab, Advanced Excel

### Qualitative Analysis & Systematic Reviews

- Highly proficient: NVivo, ATLAS.ti, Covidence, Rayyan

### Bibliometric Analysis & Structured Modeling

- Professional level: VOSviewer, MATLAB, Interpretive Structural Modelling

### Programming & Machine Learning

- Professional level: R, Python (Intermediate)

### Project Management & Business Analysis

- Expertise: PMBOK, Business Analysis & Scrum

### ERP & Business Systems

- Software Experience: ERP Solution Software

### Software Proficiency

- Excel
- Word
- PowerPoint
- Outlook
- Microsoft Project
- Trello
- Primavera 6

## SPECIALIZED SKILLS

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### Marketing Analytics & Consumer Insights

- Executed customer segmentation and profiling to inform targeted campaigns
- Analyzed consumer behavior patterns and forecasted demand to optimize product offerings
- Designed and evaluated A/B testing frameworks to enhance campaign effectiveness
- Measured marketing ROI, customer lifetime value (CLV), and acquisition cost (CAC) to guide budget allocation

### Strategic Sales & CRM Management

- Developed and implemented CRM strategies to improve customer lifecycle engagement
- Optimized sales funnels and boosted conversion rates through data-informed strategies
- Leveraged B2B and B2C sales analytics to design market-specific sales initiatives
- Built and managed loyalty programs to drive repeat business and brand advocacy

### Digital Marketing & Competitive Strategy

- Led SEO and SEM initiatives and tracked digital ad performance to increase reach
- Conducted social media and sentiment analysis to monitor brand perception
- Delivered competitive market intelligence and benchmarking to support positioning
- Executed go-to-market strategies for new product launches and market entry campaigns

## PERSONAL INTERESTS

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- Strategic Sales & Business Growth
- Market Intelligence & Digital Campaigns
- CRM Systems & Customer Experience
- Multicultural Market Entry & Innovation

## EDUCATION

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### PhD in Marketing (*International Business & Entrepreneurship*)

University of Otago, New Zealand (2022 – 2024, Submitted: November 20, 2024)

- **Dissertation:** *Small Firms' Foreign Market Entry Options Selection and Creation*

### Master's in Economics & Communication for Management & Innovation

Sapienza University, Italy (2019 – 2021)

- **CGPA:** 27.94/30
- **Dissertation:** *The Influence of SMEs' Marketing Capabilities and International Experience on Export Performance: The Mediating Effects of Export Commitment*

### Bachelor's in Industrial Engineering

Islamic Azad University, Iran (2004 – 2008)

- **CGPA:** 16.74/20