

JAMSHID ALINASAB

Marketing Specialist | CRM & Digital Marketing | Digital Strategy | Marketing Coordinator
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1. PROFESSIONAL PROFILE

Marketing professional with over eight years of experience spanning CRM strategy, digital campaigns, customer analytics, and go-to-market execution across banking, software, manufacturing, and education sectors. Skilled at turning customer data into actionable plans — from segmentation and lifecycle modelling to campaign performance tracking and ROI reporting. Brings a practical, evidence-based approach to marketing problems, having worked in both operational marketing roles and research-intensive environments. Comfortable managing multiple workstreams, presenting insights to senior stakeholders, and working collaboratively across commercial and technical teams.

2. CORE COMPETENCIES

◆ CRM Strategy & Customer Lifecycle Management	◆ Digital Marketing & Campaign Management
◆ Customer Segmentation & Profiling	◆ SEO/SEM & Digital Advertising Performance
◆ Marketing Analytics & ROI Measurement	◆ Social Media Strategy & Sentiment Analysis
◆ Consumer Behaviour & Demand Forecasting	◆ Go-to-Market Planning & Product Launch
◆ A/B Testing & Conversion Optimisation	◆ Competitive Intelligence & Benchmarking
◆ Stakeholder Engagement & Reporting	◆ Cross-functional Project Coordination

3. DOMAIN EXPERTISE — MARKETING STRATEGY, CRM & INSIGHTS

- **Customer Analytics & Segmentation**
 - Customer segmentation and profiling across B2B and B2C contexts using RFM modelling, cluster analysis, and CRM data
 - Consumer behaviour analysis and demand forecasting to support product planning and inventory decisions
 - Measurement of customer lifetime value (CLV), customer acquisition cost (CAC), and marketing ROI across channels
- **Campaign Performance & Digital Channels**
 - A/B testing design and evaluation for email, landing page, and ad creative optimisation
 - SEO/SEM strategy and digital advertising performance tracking (Google Ads, social platforms)
 - Social media strategy, content scheduling, and sentiment analysis to track brand health and engagement
- **Sales Funnel & Revenue Growth**
 - Sales funnel optimisation and conversion improvement using B2B/B2C analytics and pipeline reporting
 - CRM implementation and automation (lead scoring, retention workflows, lifecycle communications)
 - Cross-sell and upsell programme design informed by purchase behaviour and customer data
- **Strategic Planning & Market Entry**
 - Go-to-market plans for product launches, new service lines, and market entry across multiple sectors
 - Competitive intelligence, market benchmarking, and opportunity analysis to inform strategic positioning
 - Stakeholder reporting and executive-ready insight presentations with data storytelling

4. PROFESSIONAL EXPERIENCE

Director of Education & Industry Engagement | *CODEL Initiative — University of Otago* | Jan 2023 – Dec 2024

- Led cross-sector workshops connecting business practitioners with academic researchers, coordinating logistics, content, and stakeholder communications across multiple partner organisations.
- Developed and delivered training modules on digital strategy and market analytics, translating research insights into practical frameworks for industry participants.
- Managed relationships with international partner universities and business contacts, building a pipeline of collaborative projects and knowledge-exchange initiatives.
- Oversaw project timelines, budgets, and deliverables, ensuring all programmes were completed on schedule and within scope.

Key achievement: Grew the initiative's industry partner network by establishing three new cross-sector partnerships within the first year, increasing event attendance by approximately 40%.

Marketing & CRM Project Manager | *Nimo Engine Group* | Apr 2018 – Dec 2019

- Designed and executed CRM programmes targeting key customer segments, resulting in a 25% improvement in retention rates and measurable uplift in repeat purchasing.
- Led strategic market research initiatives — including customer surveys, competitor benchmarking, and demand analysis — to support new product positioning and market entry decisions.
- Developed segmentation models from transactional and behavioural data, enabling the sales team to prioritise high-value accounts and tailor outreach accordingly.
- Streamlined sales and marketing workflows across the team, reducing process bottlenecks and contributing to a 15% gain in operational efficiency.
- Produced regular performance reports tracking campaign ROI, CAC, and CLV for senior management review.

Key achievement: Built and launched the company's first structured CRM programme from scratch, directly contributing to a 25% improvement in customer retention within 12 months.

Sales & Retail Marketing Associate | *Esalat Food Industries* | Dec 2017 – Apr 2018

- Managed retail merchandising strategies to maximise in-store and online product visibility across key distribution channels.
- Coordinated seasonal digital advertising campaigns and collaborated with designers to produce social media content aligned with promotional calendars.
- Negotiated and closed sales contracts with key distributors and retail clients, contributing to improved shelf placement and sell-through rates.
- Monitored inventory levels and implemented stock control measures to reduce fulfilment delays and maintain service levels.

Marketing & Sales Specialist | *City Bank* | Apr 2013 – Nov 2017

- Designed and implemented multichannel marketing campaigns (SMS, email, social media, and in-branch activations) to grow the customer base and deepen engagement with existing clients.
- Analysed customer and financial data to identify behavioural segments, tailoring product communications and offers to improve conversion rates and reduce churn.
- Managed SEO and website content updates to promote new banking products, supporting measurable improvement in organic search visibility.
- Led cross-functional initiatives in product development and digital banking innovation, working with IT, compliance, and operations teams to bring new services to market.
- Tracked and reported campaign performance metrics — including reach, click-through, and conversion — to senior management on a monthly basis.

Key achievement: Launched a digital marketing initiative that contributed to a 20% increase in new product uptake within six months of rollout.

Marketing & Sales Specialist (ERP / SME Advisory) | *System Group Software Company* | May 2010 – Dec 2012

- Developed and executed targeted sales and marketing strategies for an ERP software product, achieving a 30% increase in client adoption over two years.
- Managed email campaigns and SEO updates to drive inbound leads and support the sales pipeline across SME segments.
- Provided ERP consulting to small and medium businesses, identifying process gaps and positioning solutions to meet client needs.
- Delivered product training sessions that improved user onboarding and accelerated time-to-value for new clients.

Key achievement: Grew the client base by 30% through a combination of targeted digital outreach, referral activation, and structured sales follow-up.

5. OTHER RELEVANT EXPERIENCE

Research Assistant — Marketing & International Business | *La Trobe University, Melbourne (remote, part-time)* | Aug 2025 – Present

- Contributes to research projects on SME marketing strategy, digital adoption, and consumer behaviour in international markets.
- Conducts literature reviews, data analysis, and manuscript preparation in collaboration with senior research teams.

Academic Tutor — Marketing & Business | *University of Otago, New Zealand* | Jun 2023 – Dec 2024

- Taught undergraduate and postgraduate courses in Marketing Research, Integrated Marketing Communications, and Sales Management.
- Used live business data, case studies, and tools including Qualtrics and Blackboard to develop students' analytical and research skills.

6. EDUCATION

PhD in Marketing (International Business & Entrepreneurship) — University of Otago, New Zealand | 2022–2025

Dissertation: Small Firms' Foreign Market Entry Options — Selection and Creation Strategies. Full doctoral scholarship recipient.

MSc in Economics & Communication for Management & Innovation — Sapienza University of Rome, Italy | 2019–2021

CGPA: A+ (Honours). Graduation Award — Top Master's Student. Dissertation: SME Marketing Capabilities and Export Performance.

BSc in Industrial Engineering — Azad University | 2004–2008

7. CERTIFICATIONS & PROFESSIONAL TRAINING

- Project Management Certificate — Borhan Institute (PMBOK Standard)
- Business Intelligence Analyst — Udemy
- Entrepreneurship & Business Life Coaching — Udemy
- ERP Systems & CRM Training — System Group Software
- Financial & Banking Systems — City Bank (internal certification)
- Harvard Bok Higher Education Teaching Certificate — Harvard University (2023–2024)

8. TECHNICAL TOOLS

Analytics & Data	SPSS, SmartPLS, AMOS, Minitab, Advanced Excel, R, Python (intermediate)
CRM & Digital	ERP/CRM systems, Salesforce (conceptual), email marketing platforms, SEO/SEM tools, social media analytics
Project & Collab	Microsoft Project, Trello, Primavera P6, MS Office (Excel / Word / PowerPoint / Outlook)
Research Tools	NVivo, ATLAS.ti, Covidence, Rayyan, VOSviewer, Qualtrics

9. ADDITIONAL

Languages: English (Fluent) | Persian (Native) | German (Intermediate, Goethe B1)

Personal interests: Strategic sales and business growth; market intelligence and digital campaigns; CRM systems and customer experience; multicultural market entry and innovation.

Cultural capability: Committed to working respectfully with Māori communities and building practical understanding of Te Tiriti o Waitangi and Kaupapa Māori approaches (professional development ongoing).

References available on request.