

MOJTABA REZAEINIA

Product Manager

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SUMMARY

Digital Product Manager with over 10 years of experience in full lifecycle product management and also marketing. Excellent ability to align product strategy with business objectives for driving growth in revenue and innovation. Proven track record of guiding cross-functional teams, optimizing Al products, and leading market launches. Unmatchable skills in stakeholder management and datadriven decision-making.



Noteworthy Collaborations



















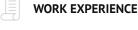
AI PRODUCT MANAGER

FERASAT APP





2024 - PRESENT



Duties/Responsibilities

- Defining product vision, strategy, and roadmap aligned with business objectives.
- Conducting user research and market analysis to identify customer needs and AI innovation opportunities.
- Managing stakeholder relationships and communicated product updates effectively.



SENIOR PRODUCT MANAGER

IMAZH BRANDING STUDIO 2019 - 2024

Duties/Responsibilities

- Developing adaptive strategies for product launches in 15 various business
- Gathering and managing product success with defined KPIs.
- Applying Agile, Scrum, and hybrid principles for project management.
- Leading cross-functionally, particularly between engineering, sales, marketing, and support teams.

Top Achievement

• Managed over 30 digital products/platforms and experienced successful and failed product life cycles.



CEO & CO-FOUNDER

IMAZH BRANDING STUDIO 2019 - 2024

Duties/Responsibilities:

- · Monitoring all business operations to ensure alignment with overall strategy and mission.
- Designing and implementing comprehensive marketing strategies.

Top Achievement

• Increased sales by 2000% in two years by developing strategy and planning.



CHIEF BRANDING/MARKETING OFFICER

ELITE CENTER OF SHIRAZ 2016 - 2019

Duties/Responsibilities

- Performing market analysis and making evidence-based decisions to improve brand value.
- · Building high-performing teams and ensuring cooperation among

Top Achievement

• Increased brand value by 500% with creating an in-depth strategy.



CEO & CO-FOUNDER

ISTA ADS CENTER 2012 - 2015

Duties/Responsibilities

- Developing strategies for hacking the growth in short-term.
- Creating and leading marketing campaigns that increased brand visibility.
- Managing a team of designers and marketers to deliver high-quality advertising solutions.

Top Achievement

• Managed to reach the breakeven point in less than 6 months.



CERTIFICATION

DIGITAL PRODUCT MANAGER

USER X ACADEMY 2024

PROJECT MANAGEMENT ESSENTIALS CERTIFIED (PMEC)

MANAGEMENT AND STRATEGY INSTITUTE (MSI) 2023

BUSINESS - MARKETING & SALES

CAST-PLAN BUSINESS SCHOOL 2022

TIME & PROJECT MANAGEMENT

CAST-PLAN BUSINESS SCHOOL 2021

MARKET & COMPETITORS ANALYSIS

CAST-PLAN BUSINESS SCHOOL

2021

CRISIS MANAGEMENT

CAST-PLAN BUSINESS SCHOOL

2021

BUSINESS LEADERSHIP

CAST-PLAN BUSINESS SCHOOL

2021

DIGITAL MARKETING FUNDAMENTALS

SHIRAZ ROSHD ACADEMY

2017



SKILLS

LEADERSHIP & COMMUNICATION

PRODUCT STRATEGY AND VISION

PRODUCT INSIGHTS

ECOMMERCE SOLUTIONS/DIGITAL MARKETING

RESEARCH & PROBLEM-SOLVING

PROCESS MAPPING/BUSINESS MODELING

MARKET & COMPETITOR ANALYSIS

PROJECT/TEAM MANAGEMENT



EDUCATION

BACHELORS IN ELECTRICITY - ELECTRONIC

SHIRAZ PAYAM-NOOR 2012 - 2016

MASTER OF BUSINESS ADMINISTRATION

CASTPLAN BUSINESS SCHOOL 2021 - 2022

		LANGUAGES	
ENGLISH		PERSIAN	
Speaking Writing Listening Reading	70% 90% 60% 80 %	Native	
		··· AREA OF INTERESTS	

- Learning/Teaching
- Traveling

- Community Involvement
- Game