



MOJTABA REZAEINIA

Product Manager

TEHRAN, IRAN | +98-917-9514750 | MOJTABA.REZAEINIA@GMAIL.COM
T.ME/MOJTABA_REZAEINIA | MREZAEINIA.COM

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 AI products, and leading market launches. Unmatchable skills in stakeholder management and data-driven decision-making.

Noteworthy Collaborations



WORK EXPERIENCE



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 types.
- 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

MARKET & COMPETITORS ANALYSIS
CAST-PLAN BUSINESS SCHOOL
 2021

PROJECT MANAGEMENT ESSENTIALS CERTIFIED (PMEC)
MANAGEMENT AND STRATEGY INSTITUTE (MSI)
 2023

CRISIS MANAGEMENT
CAST-PLAN BUSINESS SCHOOL
 2021

BUSINESS - MARKETING & SALES
CAST-PLAN BUSINESS SCHOOL
 2022

BUSINESS LEADERSHIP
CAST-PLAN BUSINESS SCHOOL
 2021

TIME & PROJECT MANAGEMENT
CAST-PLAN BUSINESS SCHOOL
 2021

DIGITAL MARKETING FUNDAMENTALS
SHIRAZ ROSHD ACADEMY
 2017



SKILLS

LEADERSHIP & COMMUNICATION



RESEARCH & PROBLEM-SOLVING



PRODUCT STRATEGY AND VISION



PROCESS MAPPING/BUSINESS MODELING



PRODUCT INSIGHTS



MARKET & COMPETITOR ANALYSIS



ECOMMERCE SOLUTIONS/DIGITAL MARKETING



PROJECT/TEAM MANAGEMENT



EDUCATION

BACHELORS IN ELECTRICITY - ELECTRONIC
SHIRAZ PAYAM-NOOR
 2012 - 2016

MASTER OF BUSINESS ADMINISTRATION
CASTPLAN BUSINESS SCHOOL
 2021 - 2022



LANGUAGES

ENGLISH



Speaking 70%
Writing 90%
Listening 60%
Reading 80 %

PERSIAN



Native



AREA OF INTERESTS

- Learning/Teaching
- Traveling
- Community Involvement
- Game