



MEHRAN MAHMOUDIAN

STRATEGIC BRAND & MARKETING MANAGER

DRIVING GROWTH, INNOVATION, AND SUCCESS IN THE COSMETICS INDUSTRY

A strategic beauty brand manager specializing in the cosmetics industry. With years of experience in this dynamic field, I am passionate about leveraging my expertise to drive brand success and create impactful consumer experiences. If you are seeking a strategic partner to collaborate on exciting beauty initiatives or to discuss opportunities within the cosmetics industry, I would be delighted to connect. Let's explore how we can make waves in the world of beauty together!

CERTIFICATIONS

- IELTS General Training (Overall 8)
- Brand Management (London Business School)
- Digital Marketing Specialization (University of Illinois)
- Cisco Certified Network Associate (SEMATEC)
- CompTIA Network+ (Cando Danesh)
- International Computer Driving License (TARAHAN System)

EXPERIENCE

HEAD OF BRAND, PRIME • DR. AKHAVI LABORATORY • 2023 – 2025

• Oversee all aspects of Prime, including New Product Development (NPD), Existing Product Development (EPD), Point of Sale Materials (POS), and Branding initiatives. • Lead cross-functional teams to drive product innovation and development, ensuring alignment with brand strategy and market trends. • Develop and implement comprehensive marketing strategies to enhance brand visibility and customer engagement. • Coordinate with various departments and stakeholders to ensure seamless execution of brand initiatives, from conceptualization to launch. • Monitor and analyze market trends, consumer preferences, and competitor activities to inform brand strategy and decision-making. • Provide strategic direction for product positioning, pricing, and promotional activities to maximize brand profitability and market share. • Collaborate with creative teams to maintain brand identity and ensure consistent messaging across all marketing materials and channels. • Conduct regular performance assessments and KPI tracking to measure the effectiveness of brand initiatives and make data-driven adjustments as needed. • Cultivate strong relationships with external partners, suppliers, and influencers to enhance brand collaborations and visibility.

MARKETING COMMUNICATIONS STRATEGIST • PARS HAYAN • 2021 – 2023

- Designing, implementing and evaluating 360° campaigns
- Monitoring, coordinating and managing digital marketing activities
- Scrutinizing and modifying advertising proposals, including media buying offers
- Developing new product launch marketing plan • Creating brand books
- Developing marketing budget • Conducting market research

MARKETING COMMUNICATIONS STRATEGIST • MAAT FULL SERVICE MARKETING AND ADVERTISING AGENCY • 2021 – 2021

- Integrating and analyzing data • Developing marketing communications strategy
- Developing advertising strategy • Developing media strategy • Developing branding strategy

COMPUTER AND RELATED SERVICES MANAGER • UNIVERSITY OF TEHRAN • 2017 – 2020

EDUCATION

POST DOCTOR OF BUSINESS ADMINISTRATION • 2024-25

- UNIVERSITY OF ALLAMEH TABATABA'I

DOCTOR OF BUSINESS ADMINISTRATION, PROFESSIONAL CEO • 2024

- UNIVERSITY OF TEHRAN

MASTER'S DEGREE, INDUSTRIAL MANAGEMENT • 2016 • UNIVERSITY OF TEHRAN

GPA: 3.446/4.00

BACHELOR'S DEGREE, INDUSTRIAL ENGINEERING • 2014 • PAYAME NOOR UNIVERSITY OF TEHRAN



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