

MOJTABA JALILIAN

Country-City: Iran-Shahinshahr

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OBJECTIVE

Senior communications professional with a record of accomplishment in creating marketing strategies and tactics that have made a measurable difference in building brand awareness for the companies that I worked for. Proven success in strategic guidance and hands-on experience in the creation of marketing communications plans designed to help acquire and retain customers. Accomplished in content strategy and development. Enthusiastic leader and an excellent writer with a great sense of design and branding. Recognized ability to establish and maintain effective working relationships across cross-functional teams at all levels of an organization.

KEY SKILLS

Organizational Leadership

Content Marketing

Social Media Management

Strategic Media Management

Team, Vendor & Agency Management

Public Relations

Crisis Communication

Corporate Branding

Thought Leadership

• WORK EXPERIENCE

2005-April---Present Pouya Tak Advertising Company Owner and Manager Shahin Shahr, Esfahan, IRAN

- Charted the main direction of the company for improvement and growth.
- Created department procedures and collateral.
- Established the procedure for customers' orders based on contracts signed and customers needs.
- Initiated training, support staff with research, leads, and statistics.
- Worked closely with web developers to solve a wide variety of websites.
- Carried out negotiations to conclude promotion and marketing contracts.
- Recruited, interviewed, and hired sales professionals, advertising coordinators and administrative staff.
- Developed new promotional campaign by bundling products together.
- Managed collective idea for the new content of jobs to be done for customers.
- Developed ideas and contents for the center's online platforms.
- Developed marketing plans for the center's social online platforms as well as the center's website.
- Designing, constructing, and installing billboards and column ads of the petrol station located in Esfahan, IRAN

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- Designing, constructing, and installing two advertising billboards with dimensions of 50 square meters each, located in Shiraz centerline.
- Designing, constructing, and installing a 111 square meter billboard on the pedestrian bridge deck located in Azadegan Highway.
- Designing, constructing, and installing advertising billboards on the concrete bridge deck located in the centerline of Isfahan International Airport.
- Designing, constructing, and installing four-sided rotating billboards.
- Designing, constructing, and installing 50 advertising strawboards with dimensions of 12 square meters each.
- Designing, constructing, and installing a double-sided rotating billboard with dimensions of 36 square meters.
- Designing, constructing, and installing 30 double sided scrolling billboards.

- **EDUCATION**

2020-08---2021-07 Master of Business Administration Certificate Kian Ofogh Danesh Higher Education Centre

2020-06---2020-08 Bachelor of Business Administration Certificate Kian Institute of Higher Education Centre