

MOHAMMAD MAHDI LOTFI

MARKETING, SALES AND TECH
ALL AT THE SAME TIME :)

ABOUT ME

As a highly motivated and driven individual with a strong passion for technology, Digital marketing and sales, I am always seeking new opportunities to learn and grow. I am a hardworking and dedicated individual with a strong passion and work ethic. Whether working on individual projects or as part of a team, I am able to consistently deliver high-quality work and exceed expectations. I am confident in my ability to make a positive contribution to any organization and am excited to continue building my skills and experience in the tech and all the things around it.

WORK EXPERIENCE

Jan 2019 - Dec 2021

dadgar lawfirm | dadgar.legal

MARKETING

- Develop and execute strategic marketing plans to meet organizational goals and objectives.
- Oversee the creation and implementation of innovative marketing campaigns across various channels, including digital, social media, print, and events.
- Manage the marketing budget, ensuring efficient allocation of resources and maximizing return on investment.
- Conduct market research and competitor analysis to identify emerging trends, market opportunities, and customer insights.
- Collaborate with internal teams, such as Sales, Product Development, and Creative, to align marketing efforts with business objectives.
- Monitor and analyze marketing performance metrics, providing actionable insights and recommendations for continuous improvement.
- Ensure brand consistency and integrity across all marketing communications and materials.
- And more ...



CONTACT ME AT



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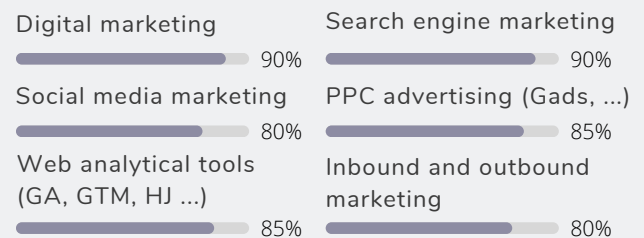
momehdi.com



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Sahel Square, Parsia Complex,
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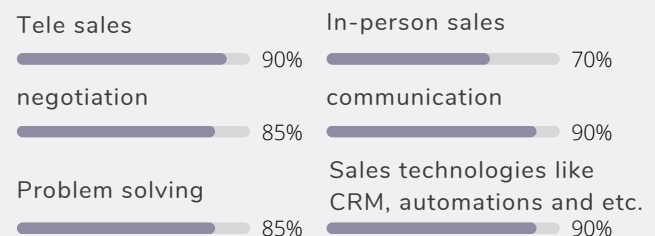
MY SKILLS AND EXPERTIES

MARKETING



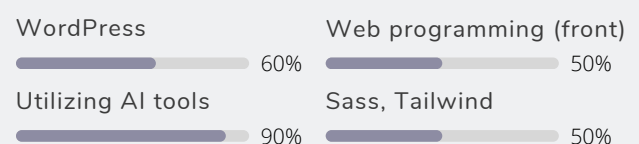
And more ...

SALES



And more ...

TECH



And more ...



MARKETING TAKES A DAY TO LEARN. UNFORTUNATELY, IT TAKES A LIFETIME TO MASTER. - "PHILIP KOTLER"

THE KEY TO SUCCESSFUL SELLING IS TO GENUINELY CARE ABOUT YOUR CUSTOMERS' SUCCESS. - "ZIG ZIGLAR"

WORK EXPERIENCE

Mar 2021 - Oct 2022

kimia sepanta law firm | kimiasepanta.com

SALES (B2C)

- Actively engage with potential customers to identify their needs and provide appropriate product or service solutions.
- Build and maintain strong relationships with existing and potential clients, becoming their trusted advisor.
- Develop and execute effective sales strategies to achieve and exceed sales targets.
- Conduct thorough market research to identify potential leads and opportunities for business growth.
- Negotiate and close sales deals, ensuring customer satisfaction and maintaining profitable margins.
- Continuously update and maintain accurate sales records and reports.
- Collaborate with cross-functional teams, such as Marketing and Customer Service, to ensure a seamless customer experience.
- Attend sales meetings, conferences, and industry events to expand professional network and stay informed about industry best practices.
- Assessment and deployment of a CRM and Voip systems based on business needs.
- And more ...

Feb 2022 - Jan 2024

dadgar lawfirm | dadgar.legal

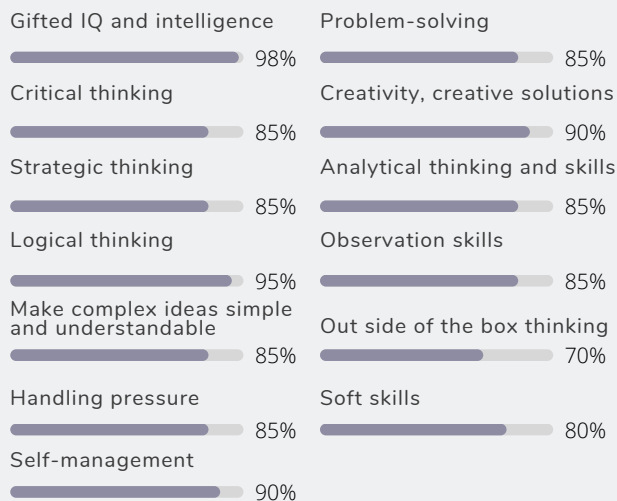
MARKETING / TECH

- After almost 1 year, i rejoin dadgar.
- Gathering and building the technical team for the firm.
- Providing suitable infrastructure for digital development.
- Creating the biggest legal website in our industry (law firm's) in every aspect.
- Building a in house legal CRM system as the company digital product. (In production)
- Changing the mindset of managers and the traditional management method to modern management.
- I was kinda a jack of all trades. it wasn't really a specific day to day task to do, i did what ever needs to be done.

LANGUAGE



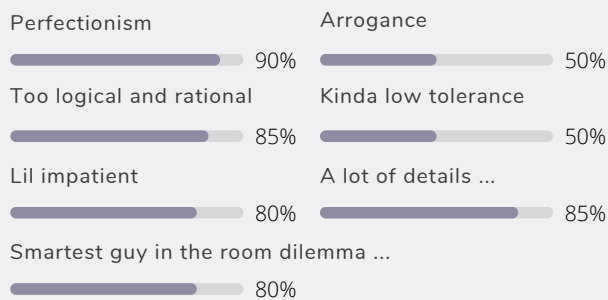
STRENGTH AND POSITIVE POINTS



And more ...

In my opinion, just as every employer has the right to know about the strengths and capabilities of his personnel, he/she should also know about the weaknesses and negative characteristics.

WEAKNESSES AND NEGATIVE POINTS



And more ...



CODE IS LIKE HUMOR. WHEN YOU HAVE TO EXPLAIN IT, IT'S BAD. - "CORY HOUSE"

INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER. - "STEVE JOBS"

WORK EXPERIENCE

- Design and planning the firms Instagram page.
- Strategic planning for website SEO.
- Design and development of content calendar for both Instagram page and Blog.
- Plan, run and manage advertising campaigns such as Google search ads, display ads via internal ad networks like yektanet), SMS campaigns and ...
- Establishment of CRM specific for sales team.
- And more ...

Jan 2024 - Apr 2024

amoozaha consulting firm | amoozaha.com

SALES (B2B) / TECH

- Market research about overall state of the company, opportunities and threats.
- Data gathering and creating a database of companies and organizations to reach out.
- Making tele sales and cold approach to our target companies
- Developed sales pitch and presentations that deliver results
- Developed the website of one of the company's clients, which was used for b2b sales
- And more ...

Jan 2024 - present

Apex law firm | -

CO-FOUNDER - MARKETING / TECH

EDUCATION

Diploma in Science

afarinesh High school | 2008 - 2019

** I don't believe in academic education in its current form. so I didn't attend university after graduating from high school. **



**YOU GROW TO THE PROPORTION
OF THE WORK THAT YOU
VOLUNTARILY ACCEPT.
"LIMBO-THE-LIM"**

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MBTI PERSONALITY TYPE

ENTJ

RAVEN'S IQ TEST

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