

# MOHSEN SEMSARPOUR

DIGITAL MARKETING  
MANAGER

Married  
Tehran

+98 9195165452

[mohsensemsarpour@gmail.com](mailto:mohsensemsarpour@gmail.com)

[linkedin.com/in/mohsensemsarpour](https://www.linkedin.com/in/mohsensemsarpour)

## Main Interests

Digital Transformation  
Digital Marketing  
Digital Learning  
Content Strategy  
Content Innovation  
Content Creation

## Soft Skills

Communication  
Teamwork  
Adaptability  
Problem-Solving  
Creativity  
Time Management

## Educational Background

**Mehr Alborz University, Tehran, Tehran**

*Master of Science, Information Technology, Jun. 2017*

**Iran Informatics, Tehran, Tehran**

*Bachelor of Science, Information Technology, Jun. 2015*

**HubSpot Academy**

*Inbound Marketing, Apr.2021*

<https://academy.hubspot.com>

**HubSpot Academy**

*Content Marketing, Apr.2021*

<https://academy.hubspot.com>

**Google, MOOC**

*Fundamentals Digital Marketing, Sep. 2019*

<https://learndigital.withgoogle.com/digitalgarage>

**Afroz School, MOOC**

*Service Learning, Sep. 2017*

*Critical Thinking, Oct. 2016*

*Research-Based Learning, Jun. 2016*

*Media Literacy, Sep. 2015*

<https://www.afroozschool.org>

## Work Experience

**COO, Daart Agency. Tehran, Tehran**

*Jan. 2018 – Present*

- Analyze operations to evaluate the performance of a company or its staff in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change.

- Review reports submitted by staff members to recommend approval or to suggest changes.

**Teacher Assistant, Mehr Alborz University. Tehran, Tehran**

*Jan. 2018 – Present*

- Assign and grade classwork and homework.
- Establish clear objectives for all lessons, units, and projects and communicate those objectives to students.
- Guide and counsel students with adjustment or academic problems, or special academic interests.
- Prepare reports on students and activities as required by the administration.

**Journalist, Jam e Jam Newspaper. Tehran, Tehran**

*Jan. 2017 – Present*

- Writing specialized articles in the field of IT
- Interviews with startups

**Digital Transformation Officer, Ansar Bank. Tehran, Tehran**

*Jan. 2018 – Jan. 2020*

- Research, document, rate, or select alternatives for digital transformation.
- Identify transformation opportunities based on a thorough understanding of digital transformation in different sectors
- Design and implement a training program for the seniors and Juniors Digital transformation officers
- Design the optimized operating model that combines organizational capabilities and technology requirements

**IT consultant, Mehr Alborz University. Tehran, Tehran**

*Jan. 2018 – Jan. 2019*

- Diagnosing IT system problems, inefficiencies, and weaknesses.
- Understanding a client's business needs.
- Implementing a technological solution to meet business needs.

- Training staff to use the new IT system.
- Producing detailed reports on the efficacy of the technology.

**Product Manager, Aminco. Tehran, Tehran** *Jan. 2016 – Jan. 2018*

- Prepare project status reports by collecting, analyzing, and summarizing information and trends.
- Direct or coordinate activities of project personnel.
- Assign duties, responsibilities, and spans of authority to project personnel.
- Monitor or track project milestones and deliverables.
- Monitor the performance of project team members, providing and documenting performance feedback.

**Project Manager, Emaar IT. Tehran, Tehran**

*Jan. 2015 – Dec. 2016*

- Manage project execution to ensure adherence to budget, schedule, and scope.
- Confer with project personnel to identify and resolve problems.
- Develop and manage work breakdown structure (WBS) of information technology projects.
- Direct or coordinate activities of project personnel.
- Assign duties, responsibilities, and spans of authority to project personnel.

**Programmer, Dejcom IT. Tehran, Tehran**

*Jan. 2012 – Jan. 2015*

- Perform systems analysis and programming tasks to maintain and control the use of computer systems software as a systems programmer.
- Compile and write documentation of program development and subsequent revisions, inserting comments in the coded instructions so others can understand the program.
- Assign, coordinate, and review the work and activities of programming personnel.
- Collaborate with computer manufacturers and other users to develop new programming methods.

## **Content Producer, University of Tehran. Tehran, Tehran**

*Jan. 2010 – Jan. 2012*

- Write educational scenario
- Produce eLearning content (Shareable Content Object) with Abohe Flash (Macromedia)
- Work with the learning management system (Moodle)
- Work with SCORM Standard

## **P u b l i c a t i o n**

### **Thesis**

#### **The effect of knowledge Creation on the effectiveness of E-Learning**

1. Investigating the role of knowledge documentation in software architecture process (Case study of Iran University of Medical Sciences), March. 2019

*2nd Conference on Innovations in Computer Science and Electrical Engineering*

2. The role of the Internet of Things in optimizing transportation in smart cities, June. 2018

*12th International Energy Conference*

3. Investigating the complementary role of e-learning systems and knowledge management systems and their impact on students' learning, June. 2017

*3rd national conference on new approaches in management, economics and accounting*

4. Design an appropriate IoT security architecture framework, December. 2017

*4th National Conference on Optimization in Science and Engineering*

5. Sport knowledge management for increasing motivation, March. 2017

*1th Conference on Physical Training & Sport Sciences*

6. Internet of things in Business Intelligence, March. 2017

*International Conference on New Approaches in Science, Technology and Engineering, Stockholm-Sweden*