Amirhossein Nouri

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PROFESSIONAL INTERESTS

- **E-commerce Business Models**
- **Digital Marketing**
- **Social Media Marketing**
- **Search Engine Optimisation (SEO)**

EDUCATION

Master of Science in Technology Management – Technological Innovation 2020-2023
Iran University of Science and Technology, Tehran, Iran
iGPA (WES evaluated): 3.79/4
Selected Courses [1]

RESEARCH EXPERIENCE

Exploring the Impact of Innovative Economy, E-commerce Factors on Firm Performance (Snapp Super-app): A Sustainable Business Perspective 2024

· Submitted to the *Journal of Cleaner Production*
· Manuscript Number: JCLEPRO-D-24-39758

Examining the Impact of Cryptocurrencies on the Regulatory and Financial Policies of the International Monetary Fund (IMF) Spring 2021
Proposed Research Project

TEACHING EXPERIENCE

Private Tutorship 2020-2022
Private tutorship of the English course of high school and University Entrance Exam.

WORK EXPERIENCE

Marketing and Content Producer 2022 - 2024
BehfaLab — Part-time

· Proficient in creating content, executing marketing strategies, managing campaigns, using analytics, and maintaining brand consistency through copywriting, design, video, and project management.
· Content Producer: Created engaging, well-researched written content tailored to client needs, optimizing for clarity and audience engagement.

Commercial and Marketing Team Feb 2015 - Jan 2020
FARAB

· Developed and executed content creation strategies to promote products and services.
· Focused on understanding customer needs to tailor strategies and improve satisfaction.

[1] *Management and Strategy:* Industrial Strategic Management: A^+; Advanced Management Theories: A ; Advanced Organizational Behavior Management: A; Advanced Production Management: A, *Innovation and Development:* Technology and Development: A^+; National Innovation System, Innovation and Development: A^+; Innovation and Technological Changes: A^+; *Technology and Systems:* Technology Assessment: A; Technology Management Information Systems: A

TRAININGS AND WORKSHOPS ATTENDED

Python Programming: From Beginner to Advanced July to November, 2024
Online Course (CodeYad.com)

- Completed a 19-hour video-based training covering Python fundamentals (data types, variables, loops, and functions), object-oriented programming, and practical applications.
- Gained hands-on experience with libraries such as tkinter for GUI development and instaloader

Data Mining with RapidMiner July 2021
Online Course (danup.ir)

- learned an 11-hour training program covering the fundamentals of data mining, including data preprocessing, modeling, evaluation, and deployment using RapidMiner software.
- Enables managers and researchers to extract useful information from vast datasets, uncover hidden patterns and trends, and make informed decisions to optimize operations.

Workshop of Digital Marketing May, 2017
Tehran Institute of Technology

- Certified with a score of 95/100 after completing a 35-hour workshop on social media, SEO, content, email, PPC, analytics, website optimization, and influencer marketing with hands-on exercises.

PROJECTS

Evaluating the Impact of the Internet of Things on Optimizing Sustainable Supply Chains in Small and Medium-Sized Enterprises (SMEs) November 2021
Innovation and Technological Changes (Master Course)

- Achieved a score of 19.5/20 for research evaluating the impact of IoT technologies on enhancing operational efficiency and sustainability in SMEs' supply chains.

HONORS AND AWARDS

Ranked Within the Top 1% in the Iranian Master's Degree Entrance Exam for the Management section (among 82,000 candidates) Feb 2020
Tehran, Iran

- Achieved a rank of 723 in a highly competitive national exam, the primary gateway to admission into top universities for postgraduate management programs in Iran.

SKILLS

Soft Skills	Team Collaboration, Effective Communication, Problem Solving
Languages	English: IELTS(Academic)-Band Score: 6; Persian (Native)
Programming Languages	Python
Web Technologies	HTML, CSS
Miscellaneous	LaTeX, Git, Microsoft Office, AI-Driven Marketing, Google Analytics

REFERENCES

Dr. Mehdi Ghazanfari (Supervisor)
Affiliation: Professor, Dept. of Management and Economics, Iran University of Science and Technology;
Organization: Chairman, National Development Fund of Iran
E-mail: mehdi@iust.ac.ir

Dr. Ali Bonyadi-Naieni (Advisor)
Affiliation: Associate Professor, Dept. of Management and Economics, IUST;
E-mail: bonyadi@iust.ac.ir

Dr. Saeed Yaghoubi (Reviewer)
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Further information, and proofs are available upon request

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