Majid Nikyar

Shahid Beheshti University

Shahid Shahriari Square, Daneshjou Boulevard,
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Research Interests

- Marketing strategy
- Gamification
- Social media marketing
- Brand management
- Marketing/Finance interface
- Marketing analytics

Education

Shahid Beheshti University ⬀

09.2016 – 09.2019	**Executive Master of Business Administration**, Cum. GPA:4/4 (18.24/20.00)
Advisor	Dr. Mohammadreza Shojaei ⬀
Co-advisor	Dr. Ali Abdollahi ⬀
Thesis	The effect of social media on the sales performance of the food industry in Iran (case study of confectionery and chocolate industry) ⬀

- Measurement tool: Survey
- Statical population: a group of 227 mid-level and senior managers in confectionary companies in Iran
- Data analysis tools: SPSS and Smart-PLS.
- Comparison between using different offline advertising methods and Social Media channels.
- Most effective Social Media channels for increasing sales: Instagram, Linkedin, and Aparat

Shahid Bahonar University of Kerman ⬀

09.2011 – 12.2015	**Bachelor of Science in Civil Engineering**, Cum. GPA: 3.13/4 (15.75/20.00)
Supervisor	Prof. Morteza Marandi ⬀
Capstone Project	Construction management in Iran

Working Experience

Chief Executive Officer

05.2020 – 05.2022	Jahat corporation ⬀

- Product development of stock brokerage customer loyalty club.
- Marketing and social media management consulting.
- Stock market education management consulting.
- Market entry strategy planning for bourseman holding companies.

Research & Development Director

02.2019 – 02.2020	Mobinsarmayeh brokerage co. ⬀

- Development and management of customers' club.
- Developing marketing strategies: Creating and executing effective marketing strategies for increasing customer retention and loyalty.

○ Customer behavior analysis: Collecting, classifying, and analyzing customers' data in order to find opportunities for market developments.

○ Competitor behavior analysis: Competitive analysis and research competitors' new services, products and marketing strategies.

Research & Development Expert

12.2017 – 02.2019   Mobinsarmayeh brokerage co. ⎘

○ Setting up and managing social media accounts.

○ Analysis of competitors' newest products and Services.

○ Reporting financial Market newest trends and changes.

Projects & Presentations

Academic projects

09.2017 – 11.2017   **SWOT analysis of Mobinsarmayeh brokerage co.**

Strategic planning course, under supervision of Dr. Mohammadreza Shojaei

Shahid Beheshti University

01.2017 – 05.2017   **STP marketing planning for Behgozin brokerage co.**

Marketing course, under supervision of Dr. Esmaeil Shahtahmasbi

Shahid Beheshti University

Business projects

10.2020 – 01.2021   **COVID-19 and the brokerage companies**

Under supervision of Dr.Alireza Hosseinpour

Mobinsarmayeh brokerage co.

09.2019 – 11.2019   **Application of gamification in marketing**

Under supervision of Dr.Alireza Hosseinpour

Mobinsarmayeh brokerage co.

Teaching Experience

08.2016 – 01.2017   Marketing [*Role*: Tutor]

01.2017 – 05.2017   Strategic planning [*Role*: Tutor]

Selected Courses

Graduate Study

○ Marketing (20/20)   ○ Strategic Planning (19.5/20)

○ Behavioral Analysis and Human Resource Management (19/20)   ○ Financial Management and Economics Management (17.50/20)

Technical Skills

Programming

○ **Familiar with Python and SQL**

Computer Skills

○ SPSS   ○ Excel

○ Word   ○ Power point

Certifications & Online Courses

2021	**An Introduction to Consumer Neuroscience & Neuromarketing**, Coursera (by Copenhagen Business School)
2021	**Gamification**, Coursea (by University of Pennsylvania)
2020	**Gamification in marketing**, Securities & Exchange Brokers Association (SEBA)
2018	**Digital Marketing**, ANCCP
2018	**Digital Marketing Management**, Tehran Institute of Technology
2015	**Fundamental of capital market**, Tehran Stock Exchange

Languages & Quantitative Skills

Persian/Farsi	Native
English	Professional academic career
Jan 30, 2021	TOEFL IBT Overall Score: **104** (Reading **29**, Listening **28**, Speaking **23**, Writing **24**)
Jan 18, 2022	GRE General overall Score: **323** (Verbal Reasoning: **155**, Quantitative Reasoning: **168**, Analytical Writing: **4**)

Honors & Awards

2019	Top student with the final GPA of 18.24/20.00 among all the other EMBA students.
2016	Ranked 15th in the country among 95,000 participants on the national university entrance exam for master education.
	○ Full scholarships for a Master's degree from the Shahid Beheshti University (Tuition waiver)
2011	Ranked 585th in district 3 among 300,000 participants on the national university entrance exam for bachelor education.
	○ Full scholarships for a Bachelor's degree from Shahid Bahonar university (Tuition waiver)

Hobbies & Social Activities

○ Played badminton in university team for one year
○ Passionate for soccer and reading books

References

Dr. Mohammadreza Shojaei
Assistant Professor at Shahid Beheshti University, Tehran, Iran
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𝓮 https://sbu.ac.ir
Role: *Graduate advisor*

Dr. Ali Abdollahi

Assistant Professor at Shahid Beheshti University, Tehran, Iran

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Role: *Graduate co-advisor*

Dr. Alireza Hosseinpour

Chief Executive Officer of Pishro brokerage co., Tehran, Iran

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