



Mojtaba Pourkashani

Business Development, Marketing & Advertising Operations

Birthday: 1988/08/09

Marital Status: Single

Military Status: Completed

Education: Industrial Engineering

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About Me With over eight years of experience in planning, operations, and executive management, I bring a multidimensional perspective to business. My background spans sales planning in Turkey's IT sector, business software training, and marketing projects with leading FMCG brands. I have also co-founded and scaled a data-driven marketing agency, managed the Gilan branch of Tapsi, and launched a manufacturing business from the ground up.

Career Path (13 Years)

Abra Idea (Engagement Solutions)

Business Development Manager 2022–2024

Tapsi (Ride-hailing app)

Branch Manager 2021–2022

Adwar Agency (Data Driven Marketing Agency)

Business Manager 2019–2021

Parla Agency (BTL Ads Agency)

Operations Manager 2016–2019

MBIS & UNIVERA (IT Companies in Turkey)

Sales Planning Expert 2014–2016

Iran TVTO (Rasht Industrial Park)

Training Expert (Trainer) 2013–2015

Soorchi (Event Management Platform)

Marketing Expert 2012–2013

Software Skills

MS Excel + Power Query

Other MS Office Package

Trello

PowerBI

Adobe Photoshop

WordPress + WooCommerce

Google Analytics

Technical Skills

Field & Executive Team Building

Retail Audit Projects

Marketing Research Projects

Marketing Plan

Offline & Online Campaigns

Management

POSM & Field Promotions

Online Shop Management

Experiences

Managed branch operations and acquisition (back-office, field team development, performance reporting).

Co-founded and scaled a data-driven marketing agency, achieving sustainable growth.

Led marketing research & retail audit projects (surveys, field teams, focus groups, product testing, reporting).

Directed operations in an advertising agency, including budgets, project traffic, and end-to-end campaign execution.

Designed and managed WordPress/WooCommerce websites, SEO, and analytics.

Business Approach

Data-driven and passionate about analysis

Strong team-building and retention skills

Flexible and adaptable work style

Hands-on and operational mindset