



Dr. Marjan Anbarsooz

Personal Details

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Links

[LinkedIn](#)

Skills

Social media platforms expertise
Market research analyzing
Digital advertising strategies
Brand awareness enhancement
Promotional campaigns planning
Market segmentation knowledge
Creative ideation
Consumer behavior understanding
Email marketing automation
E-Commerce platform usage
Goal-Oriented approach
Leadership and mentoring
Proficient in Excel
CRM Software proficiency
Brand development
Data analysis and reporting
Pay per click advertising
Digital marketing strategy
Data-driven decision-making, Social media & Digital marketing, Sales promotions
Online and mobile consumer marketing tools
Sales training
On-site Event
Operations Problem Solving Under Pressure
Time Management & Multitasking
Research Team-oriented mentality
Organized and efficient
Deadline-driven
Client Relationship Management

Professional Summary

With over nine years of leadership in Sales & Marketing, Business Development, and Event Management. Driven Sales and Marketing plus Business Development professional with flair for creativity and strategic planning, bringing strong analytical skills and exceptional communication abilities. Proven talent in brand management and digital marketing, capable of leading cross-functional teams to deliver innovative campaigns. Ready to drive impactful marketing initiatives that enhance brand visibility and growth.

Employment History

Sales & Marketing Manager (Business Development), Amana Insurance Brokers, Doha, Qatar

06/2021 - 01/2026

- Developed marketing strategies for effective brand positioning.
- Coordinated with the sales department for enhanced lead generation.
- Managed social media campaigns to increase online presence.
- Implemented SEO practices for improved website visibility.
- Conducted market research, identifying emerging trends and opportunities.
- Enhanced brand awareness by devising creative promotional activities.
- Streamlined internal processes to enhance efficiency in the marketing department.
- Aligned marketing objectives with business goals, ensuring coherent strategy implementation.
- Directed content creation, boosting organic traffic on digital platforms.
- Analyzed competitors' activities, keeping abreast of industry dynamics.
- Delegated tasks effectively, ensuring productivity within the team.
- Optimized ad spend through strategic pay-per-click campaign management.
- Developed a strategy for social media marketing with cohesive messaging across multiple platforms.
- Planned, coordinated, and executed corporate events, exhibitions, conferences, and promotional activations from concept to completion
- Liaised with clients, vendors, suppliers, and internal teams to ensure a seamless event delivery
- Managed event budgets, negotiated contracts, and controlled costs while maintaining quality standards
- Coordinated logistics, including venue selection, vendor sourcing, timelines, permits, and on-site operations
- Developed event proposals, schedules, and post-event reports with performance analysis
- Identified and developed new business opportunities to drive revenue growth and market expansion
- Built and maintained strong relationships with key clients, partners, and stakeholders
 - Led end-to-end sales cycles, including prospecting, presentations, negotiations, and
- Conducted market research and competitor analysis to identify trends and opportunities
- Prepared business proposals, pricing models, and forecasts aligned with the company

Languages

Persian (Farsi)

English

Sales & Marketing Manager (Business Development), QlickHealth, Doha, Qatar

06/2021 - 06/2024

- Created and executed a range of impactful sales, marketing, and distribution channels to maximize the reach of the company's products.
- Leveraged various marketing strategies to establish a stronghold in the market.
- Successfully executed and adhered to the established protocols and guidelines of the Sales & Marketing Department.
- Engaged in effective communication with all parties, both within and outside the organization, to accomplish desired outcomes.
- Established strong and constructive partnerships with small and medium- sized employers.
- Nurtured and cultivated connections with current clients through in-person meetings, phone conversations, and electronic correspondence.
- Conducted meetings with prospective clients to expand my business.
- I consistently provided updates on the sales progress and status of important accounts.
- Effectively performed precise and swift cost computations, delivering customers with comprehensive price estimates.
- I could successfully organize various training sessions, workshops, events, expos, and internship programs. Supported front-line sales teams with well-coordinated administrative operations.
- Increased brand visibility by implementing strategic marketing campaigns.
- Conducted comprehensive market research for a better understanding of consumer behavior.
- Boosted the company's market presence with innovative product launches.

Sales & Marketing Manager (Business Development), Premium Insurance Brokers, Doha, Qatar

09/2018 - 06/2024

- Created and executed a range of impactful sales, marketing, and distribution channels to maximize the reach of the company's products
- Leveraged various marketing strategies to establish a stronghold in the market
- Successfully executed and adhered to the established protocols and guidelines of the Sales & Marketing Department
- Engaged in effective communication with all parties, both within and outside the organization, to accomplish desired outcomes
- Established strong and constructive partnerships with small and medium- sized employers
- Nurtured and cultivated connections with current clients through in-person meetings, phone conversations, and electronic correspondence
- Conducted meetings with prospective clients to expand my business
- Consistently provided updates on the sales progress and status of important accounts
- Precise and swift cost computations are effectively performed, delivering customers with comprehensive price estimates
- Could successfully organize various training sessions, workshops, events, expos, and internship programs.

Education

Ph.D. in Business Administration - Marketing, University of Mysore, Mysore, India

06/2014 - 06/2018

Master of Commerce, University of Mysore, Mysore, India

10/2010 - 06/2012

Bachelor of Commerce, Azad University of Mashhad, Mashhad, Iran

06/2006 - 06/2008

Associate degree, Al Zahra University, Mashhad, Iran

06/2004 - 06/2006

PERSONAL INFORMATION

Date of birth: 09/22/85

Nationality: Persian (Iranian)

Marital status: Single