

# ALI FAKHAR

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## ABOUT ME

My professional career has bonded with Video Games, Public Relations and Marketing. I have over 10 years of experience in PR, Marketing and Journalism; thus, I am fully aware of directing a full marketing campaign with all its tricks. I do like challenges; therefore, I usually use creative ways to do my tasks. Also, as a multi-tasker I have good experiences in solving problems, project management, and event planning.

## EDUCATION

*May 2013* – Information & Communication Technology, bachelor's degree

## EXPERIENCES

[Huawei Technologies](#) | Tehran, Iran

*Senior Public Relations & Marketing Manager August 2019 – Present*

By now, I have directed and executed 2 complicated campaigns within 6 months. The budget for each campaign was around \$500K, which were 360-degree campaigns including PR, digital ads, video marketing, OOH, influencer marketing, etc.

Key achievement:

- Generated over 1,000,000 visits for our landing page
- Our SOV was triple higher than our most important competitor
- Sales have increased ~100% during the campaign (daily ~4,000 pcs to ~8,000 pcs per day)
- Organized launch event for our latest products

[VIGMA Awards 2020](#) | Tehran, Iran

*Founder & Director Dec 2019 – Present*

Video Game Media Awards (VIGMA) is a gaming event in which, critics will choose the best games of the year.

Key achievement:

- By partnering with sponsors and selling tickets, the event gross profit was about 75%.

### Iran Video Games Foundation | Tehran, Iran

*Public Relations Manager April 2015 – August 2019*

Iran Video Games Foundation is a governmental organization, which its main objective is to plan and support the Iranian game industry. Also, the foundation organizes various events each year and I was one of the key members of each event.

### 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> Iran Games Cup | Tehran, Iran

*Digital Marketing & Public Relations Manager July 2017 – August 2019*

Iran Games Cup is the biggest eSports competition in Iran.

Key achievement:

- Implemented cost-saving and efficient campaigns that had boosted the number of attendees from 2,000 people in 2016 to 12,500 attendees in 2018.

### Donyaye Bazi Website | Tehran, Iran

*Chief 2014 – 2019*

Donyaye Bazi (Dbazi.com) which means "Gaming World" in Farsi was the first official video game magazine in Iran. Wrote over 1500 articles about video game including reviews, previews, and news.

### 1<sup>st</sup> and 2<sup>nd</sup> Tehran Game Convention | Tehran, Iran

*Digital Marketing & Public Relations Manager Sep 2016 – July 2018*

Tehran Game Convention (TGC) was the biggest B2B event in the video game industry in the MENA region. Responsible for both the Marketing & PR management.

Key achievement:

- Based on my direction, we have sold more than 1,600 tickets for the event.
- Over 1,200 related news/articles have been published in the media.
- Utilized email marketing tools and implemented A/B testing and customized HTML templates.

## SKILLS & ADVANTAGES

- ❖ Fluent in English
- ❖ Skilled in project management
- ❖ Skilled in campaign planning
- ❖ Analytical person
- ❖ Expert in MS office
- ❖ Experienced in Voice and Video Editing apps
- ❖ Skilled in WordPress
- ❖ Persuasive in conversation
- ❖ Social media marketing and advertisement
- ❖ Email marketing
- ❖ Multi-tasker
- ❖ SEO
- ❖ Content marketing
- ❖ Google analytics