

Reza Rezaeipour

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SUMMARY

An experienced product manager and web developer posing a collection of skills ranging from product design to UX design, and UI development with a firm background in server-side development, Digital marketing, and Analysis knowledge. Reza can conceptualize, create, develop and maintain user-friendly and interactive applications, websites, and online services. Proven ability to deliver projects from scoping stage to implementation. Considered a team player with strong communication skills who works effectively with people at all levels. Reza is passionate about creating online services to impact a wide range of people and making changes in their lives and looks forward to new roles and responsibilities that demand communication skills.

KEY STRENGTHS and PROFESSIONAL SKILLS

Figma	ReactJs	HTML5, CSS3	JavaScript (ES6)
jQuery	Bootstrap5	npm	git

STRONG BACKGROUNDS

PHP	Asp.net Webform	MS SQL Server	My SQL
E-commerce	Online Marketing	Search Engine Optimization	
Google Analytics	Google Console	Hot jar	
Adobe Photoshop	Adobe XD		

PERSONAL SKILLS and SOFT SKILLS

Excellent Oratory and Communication Skills	Having the strategic and critical thinking
Ability to enter into constructive dialogues with people with whom I disagree	Comprehensive knowledge of Agile Methodology
Creative with problem-solving skills	Accountable and humble, with strong empathy with teammates
Building a community of people with not necessarily the same opinion or skill	Strong time and resources management ability
Ability in leading a multidisciplinary team and being cooperative, collaborative, and flexible with work colleagues	Self-confidence

WORK EXPERIENCE

Product Manager, Tech leader (Remote)

Jan 2020 – Present

Entekhab Andishmandan Mofid (EAM- International wholesale online market) – UAE, Dubai

Responsibilities and achievements:

- Managed and led a team of 12 staff consisting of designers, engineers, and marketers using Agile methods to develop 6 websites in 5 languages for Middle-east, Europe, Russia, and American markets that hosted more than 100,000 products from more than 5000 suppliers.
- Communicate effectively with the key stakeholders, company managers, and users to design and develop new widgets to facilitate communication between suppliers and users.
- Designed and developed an online infrastructure for facilitating vendors' training (Suppliers and producers) that hosted more than 50 educational videos and 200 articles.
- Increased the rate of user acquisition up to 25% due to the attraction of content, the variety of products, SEO activities, and well user experience design which converted visitors to members.

Product Manager - Founder

Mar 2015 – 2021

Cafekado.org (Persian Online Handicraft platform) – Start-up

Running a startup for handicraft producers was always my passion, something like Etsy. It pushed me into the world of business and provide me with invaluable opportunities and experiences.

Responsibilities and achievements:

- Led a 6-person team to assist more than 3000 registered vendors to sell their products online.
- Created 10% monthly growth in user acquisition and sales in the first 2 years without any paid adverts just by improving SEO, online campaigns, and implementing standard schemas.
- Thanks to designing and developing a very user-friendly website, Cafekado was nominated as the best online platform in Iran's most important web and mobile festival.
- Soaring user satisfaction rates up to 30% in 12 months due to training artisans via creating videos in the fields of photography, packaging, delivery, product design, and e-commerce standards that were hosted on the Cafekado Academy website and Instagram page.

Product Manager - UI Developer – Co-founder

Nov 2010 – Present

Dariche Zehn Web agency

Working for more than 12 years in my web agency and collaborating with various businesses in fields like education, medical, trading, entertainment, financial, retail, and wholesale provide me with a brilliant opportunity to broaden my horizon about creating a market-fit product, something that could bring convenience to people live and solve some problems.

Responsibilities and achievements:

- Attending Science and Technology Park of Gilan province due to accepted project.
- Delivering more than 250 successful projects to more than 60 customers in Iran, UAE, England, Australia, and Cyprus.
- Creating more than 30 online platforms with more than 500,000 registered users.
- More than 80% of our clients are satisfied due to on-time delivery and high-quality products we've designed

- Helping more than 20 business to survive their business in the Covid-19 disaster by assisting them to make their procedures and selling online.
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EDUCATION

Bachelor of Software Engineering | Azad university, Iran | 2004 – 2009

Entrepreneurship training course | KIMIA, Sharif Science Park & Technology, Sharif university, Iran | Feb 2019 – Dec 2019

(**Courses:** Product-Market Fit Training Course, Business Model Canvas Training Course, Lean Startup Methodology Training Course, Elevator Pitch Training Course, Startup Metrics and Analytics Training Course, Digital Marketing for Business Training Course, Marketing and Sales for Startups Training Course, Market Research and Competitor Analysis Training Course, Time Management for Entrepreneurs Training Course, Negotiation Skills for Entrepreneurs Training Course, Growth Hacking for Startups Training Course)

HONOURS AND AWARDS

- Nominated for the best marketplace of the year, Cafekado.ir - Iran Web and Mobile Festival, 2016
 - Nominated for the best cosmetic website, atrearian.ir - Iran Web and Mobile Festival, 2015
 - Third place in FAVA National Festival, Cafekado.ir- Ministry of Communications and Information Technology, 2018
 - Finalist of Silk Road Start-up International Event in Kish Island, Cafekado.ir
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HOBBIES AND INTERESTS

- **Coaching and mentoring:** As a founder of a start-up and a mentor, I spend about 2 hours of my spare time per week consulting young start-up founders and newly entrepreneur
 - **Photography:** As an amateur photographer, taking photos of people on street is my hobby. I try to express people's stories just in a frame.
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To find out more and watch videos, portfolio, photos, and more please check out my website:

<https://rezarezaeipour.com>