Amir Mahdi Valeh

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About 1993, Punak - Tehran , Married

Professional Summary:

Dedicated and results-driven Product Manager with over 4 years of experience in project management, Agile methodologies, Scrum, and product development. Proven expertise in leading cross-functional teams through the entire product life cycle. Adept at creating compelling user stories, implementing UI/UX improvements, and driving product enhancements. Experienced in SEM & SEO with a strong focus on customer-oriented design.

Key Skills:

- **Product Strategy:** Developed and executed product strategies to drive business growth.
- **UX A/B Testing:** Implemented testing methodologies to optimize user experiences.
- **Data Analysis:** Proficient in utilizing tools like Google Analytics, Clarity, Hotjar, and Yandex for informed decision-making.
- **Scrum:** Led teams using Scrum methodologies, ensuring efficient project delivery.
- **Creative Thinking:** Applied innovative thinking to solve challenges and identify opportunities.
- **Leadership and Team Management:** Led a team as the CEO of a photography booking platform, navigating through challenging times while ensuring effective collaboration and achieving business objectives.
- **Ruby on Rails:** Mid-senior level proficiency in Ruby on Rails development.
- **Front-End Development:** Mid-senior level expertise in front-end development, utilizing Bootstrap (v3 to v5), JavaScript, jQuery, CSS3, and HTML5 in project implementations.
- **Social Media Marketing:** Created a +50k instagram page from scratch, using influencer marketing and content marketing with our social team in 11 months.

Work Experience:

Product Manager at Kadro Photography Marketplace (2017-Present)

- **Booking Optimization:** By streamlining the booking process and conducting user research, we doubled our successful booking rate (Lead/Purchase)

- **Revenue Growth:** Categorized photographers based on experience, increasing monthly revenue by 50%.

- **Customized Discounts Service:** We empowered photographers to create customized discounts through a new feature, increasing our matching metrics by 20%.

- **Problem Solving:** Overcame a challenge regarding displaying portfolios, turning it into an opportunity for increased privacy and brand consideration.

- **Business model development**: We implemented a quoting system for complex services, such as drone videography, leading to a 15% increase in monthly users and 3% sales.

- **Subscription Model development**: We introduced subscription packages (monthly, seasonal, and yearly) for photographers, offering them additional tools and lower commissions, which resulted in a guaranteed 10% monthly revenue increase for the company.

- **SEO-focused Landing Page Redesign (2021):** I led a team of four in a three-month project to redesign all our landing pages for improved SEO performance.

Product Manager at Menochi (2016-2017)

- **Integrated Solutions:** Successfully integrated cashier software, user web app, and payment services.
- **Ruby On Rails:** Utilized Ruby On Rails for efficient product development.

Product Owner at Goloram (2015-2016)

- **IoT Innovation:** Developed an IoT gadget for plant care, offering instructions for optimal growth.
- **Ruby On Rails:** Employed Ruby On Rails for the development of the product.

Full Stack Developer at Salamatyar.ir (2014-2015)

- **Health-Based Network:** Contributed to the development of a national health-based social network.

Other Experiences:

- **Web-Based Subscription App:** Designed and implemented an app for subscription, payment, and auto reminders.
- **Website Design:** Created websites for various entities, showcasing versatility in design and implementation.

Education:

- **Bachelor of Science in Information Technology**
  - University of Tehran, 2011 – 2016
- **Diploma in Mathematics and Physics**
  - Nikan Cultural and Educational Center, 2007 – 2011

Professional Skills:

Leadership, Strategic Thinking, Analytical Skills, Product specification, User Experience

Technical Skills:

Ruby On Rails, HTML / CSS / js , SQL

Marketing Skills:

SEM , Google Adwords, Instagram Marketing, PPC Marketing

Language Skills:

- **Farsi (Native), English (Fluent), Arabic (Familiar)**

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