

Contact

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Top Skills

IELTS

Project Management Body of
Knowledge (PMBOK)

Sales Management

Certifications

PMP® Certification Training Course

Real Estate Broker

Sales Management

IELTS 7 General

arash shadkaman

Marketing Manager

Muscat, Masqaţ, Oman

Summary

With nearly 20 years of experience in marketing and management, particularly within the construction sector, I specialize in developing and implementing innovative marketing and management systems for a diverse range of businesses, including industrial, small, and mid-sized companies. My expertise lies in leveraging advanced technologies such as Business Intelligence (BI), Artificial Intelligence (AI), and 3.js to enhance marketing strategies and operational efficiency.

As a Marketing Manager and Business Consultant, I lead the creation and execution of comprehensive marketing and ERP systems, applying international frameworks like PMBOK and PRINCE2 to ensure alignment with industry standards and best practices. I design cutting-edge website platforms, integrate 3D modeling and virtual tours, and drive content marketing and SEO strategies to optimize brand visibility and engagement.

Currently based in Muscat, Oman, I am embarking on establishing my business in this dynamic market. I am actively pursuing opportunities to leverage my extensive experience and innovative approach to marketing and management, helping local businesses thrive through advanced technologies and strategic solutions.

Previously, I have managed the development of a Business Intelligence (BI) system and established a Program Management Office (PMO) for the Manibaba Multicomplex project. My role involved overseeing various marketing departments, including Research Marketing, Strategy Marketing, Digital Marketing, B2B, Networking Marketing, and Branding & Advertising, while building and leading cross-functional teams to drive growth and enhance business performance.

In my career, I have utilized AI and BI technologies to craft data-driven marketing strategies, create interactive web platforms, and

improve campaign performance. My focus on strategic planning, digital marketing, and data analysis has consistently supported business growth and operational excellence.

Experience

BIApproach

Marketing Manager

January 2019 - Present (5 years 8 months)

Iran

In my role as a Marketing Manager, I have successfully led and executed comprehensive marketing and management systems for a diverse range of businesses, with a particular focus on industrial and small to mid-sized companies. My responsibilities include designing and implementing tailored marketing and ERP systems, leveraging cutting-edge technologies such as Business Intelligence (BI), Artificial Intelligence (AI), and 3.js. Utilizing international frameworks like PMBOK and PRINCE2, I ensure that all strategies and implementations adhere to best practices and industry standards.

I have been instrumental in developing and deploying innovative website designs and applications that align with each client's unique needs. My role also involves guiding businesses through the adoption of advanced marketing strategies, enhancing their overall efficiency and effectiveness. By integrating new technologies and frameworks, I help clients achieve their marketing goals, optimize their operations, and drive growth in a competitive marketplace.

ManiBaba

Marketing Manager of ManiBaba Multicomplex Project

January 2024 - July 2024 (7 months)

Iran

Marketing Manager & BI System Developer | Head of PMO & Multidisciplinary Marketing Teams

Manibaba Multicomplex, Iran

As the Marketing Manager for the Manibaba Multicomplex project, I lead the development of a comprehensive Business Intelligence (BI) system and establish a Program Management Office (PMO). My role encompasses overseeing various marketing departments, including Research Marketing, Strategy Marketing, Digital Marketing, B2B, Networking Marketing, and

Branding & Advertising. I am responsible for building and managing cross-functional teams across these disciplines, ensuring strategic alignment and effective execution of marketing and management initiatives. My focus is on integrating advanced tools and technologies to drive business growth and enhance operational efficiency.

Sepashahr

Marketing Manager

February 2018 - January 2019 (1 year)

Iran

As a Marketing Manager, I harnessed AI and Business Intelligence (BI) technologies to drive data-driven marketing strategies and optimize campaign performance. By applying industry-standard marketing frameworks, I developed and executed comprehensive marketing plans that aligned with best practices and business objectives. I specialized in designing and implementing 3D modeling and virtual tour tools to create engaging and interactive presentations for better product visualization. Additionally, I focused on content marketing and SEO, crafting compelling content and utilizing SEO techniques to enhance search engine rankings and attract targeted traffic. My role also involved developing interactive web platforms using 3.js to improve user experience and effectively showcase marketing initiatives.

Moghavem Sazan Civil

Marketing Manager

February 2013 - February 2018 (5 years 1 month)

Iran

Part-Time Marketing Manager

Strategic Planning: Developed and executed marketing strategies on a part-time basis, focusing on optimizing campaign performance and enhancing brand visibility.

Digital Marketing & SEO: Managed digital marketing initiatives, including search engine optimization (SEO), to drive online traffic and improve search engine rankings.

Business Intelligence & AI Integration: Leveraged Business Intelligence (BI) and Artificial Intelligence (AI) technologies to analyze marketing data, refine strategies, and optimize decision-making processes.

Networking & Relationship Building: Built and maintained professional networks to support marketing activities and foster valuable business relationships.

Data Analysis & Reporting: Analyzed marketing performance data to generate insights, create reports, and guide marketing strategy adjustments.

Campaign Management: Oversaw and coordinated marketing campaigns, ensuring alignment with strategic goals and effective execution within part-time constraints.

hara

Project Management Consultant

April 2016 - January 2018 (1 year 10 months)

Iran

Project Management Consulting (Contract Basis)

As a Project Management Consultant, I am responsible for implementing project management practices based on the PMBOK (Project Management Body of Knowledge) framework. This involves evaluating and customizing PMBOK methodologies to fit the specific needs of the project. I guide clients through the development and execution of project plans, ensuring adherence to best practices in scope management, scheduling, cost control, and risk management. My role includes conducting training sessions for project teams, establishing project governance structures, and providing ongoing support to ensure successful project delivery and alignment with organizational goals.

Padenahoor Company

Marketing Manager

January 2016 - January 2018 (2 years 1 month)

Iran

As a Marketing Manager, I harness Business Intelligence (BI) and Artificial Intelligence (AI) technologies to craft and execute cutting-edge marketing strategies that maximize campaign performance. By applying industry-standard marketing frameworks, I emphasize networking, digital marketing, and SEO to develop comprehensive strategies. My role involves analyzing data-driven insights to refine marketing tactics, boost brand visibility, and meet business objectives. I am dedicated to integrating advanced tools and methodologies to enhance marketing effectiveness and drive long-term growth.

Olympia twin Towers

Marketing Manager

July 2015 - July 2017 (2 years 1 month)

Iran

As a Marketing Manager, I leverage Business Intelligence (BI) and Artificial Intelligence (AI) technologies to drive innovative marketing strategies and optimize campaign performance. Utilizing industry-standard marketing frameworks, I develop and execute comprehensive marketing strategies with a strong emphasis on networking, digital marketing, and SEO. My role includes analyzing data-driven insights to refine marketing approaches, enhance brand visibility, and achieve targeted business outcomes. I focus on integrating advanced tools and methodologies to enhance overall marketing effectiveness and drive sustained growth.

Sepah Bank

Executive and technical manager

October 2014 - December 2015 (1 year 3 months)

Iran

As a Technical and Executive Manager for the 30-floor administrative tower of Sepah Bank in the Omid2 Project, I oversaw all phases of the management process, including planning, execution, monitoring, control, and project closure. My role involved analyzing critical personal, material, and procurement resources, making key decisions to support the Project Manager, and coordinating with the General Contractor (Siporet Co.) and Consultant (Dar Afzin) through weekly sessions. I managed budgeting, cash flow, and scheduling, while directing the technical and executive departments to ensure the project's success.

Karafarin Insurance Center

Associate Project Manager

March 2013 - October 2014 (1 year 8 months)

Iran

Associate Project Manager

Planning: Developed comprehensive project plans, including scope, timelines, and resource allocation, ensuring alignment with project goals and stakeholder expectations.

Execution: Led the implementation of project plans, coordinating with team members and stakeholders to ensure timely and efficient execution of project activities.

Control: Monitored project progress, managed risks, and addressed issues to keep the project on track. Utilized performance metrics and reporting tools to ensure adherence to project plans and objectives.

Closing: Directed the finalization of project deliverables, conducted post-project evaluations, and ensured all project documentation was completed and archived. Facilitated project reviews and lessons learned to improve future project performance.

Municipality of Bojnourd, Iran

Consultant of implementing and directing PMO

December 2005 - October 2014 (8 years 11 months)

Iran

PMO Consultant | Municipality of Bojnourd, Khorasan, Iran

Role: Designed, implemented, and directed the Project Management Office (PMO) for the Municipality of Bojnourd. Oversaw and monitored all municipal departments, with a focus on the construction sector. Produced analytical and graphical reports to support decision-making for senior management.

BI Approach

Real Estate Agent

November 2011 - March 2013 (1 year 5 months)

Iran

Real Estate Specialist | Innovative Technology Integration

Leveraged cutting-edge approaches and technologies in the real estate sector in Iran. Developed and implemented graphical web applications, networking solutions, and B2B techniques, with a focus on large-scale construction projects. Enhanced operational efficiency and strategic engagement through modern tools and innovative methods.

Municipality of Bojnourd

Consulting Project Manager

April 2011 - March 2013 (2 years)

Iran

Consulting Project Manager | Municipality of Bojnourd

Role: Contracted to implement PMBOK methodologies within the Municipality of Bojnourd, enhancing project management practices and processes.

General & Mechanical Services, LLC

Associate Project Manager

August 2005 - December 2005 (5 months)

Iran

Project Management & Resource Planning

Resource Management: Identified and allocated personal, material, and equipment resources effectively.

Planning & Scheduling: Utilized Microsoft Project to develop and maintain detailed weekly, monthly, and annual engineering and procurement plans.

Communication & Reporting: Published weekly work plans and organized daily reports, ensuring clear communication and updates for the team.

Monitoring & Control: Conducted weekly sessions to monitor progress, adjust schedules, and gather critical information. Produced analytical and graphical reports to support decision-making.

Software Proficiency: Leveraged a range of software tools including Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite (Photoshop, InDesign, Illustrator), and Autodesk (AutoCAD, Land, 3DS Max) for comprehensive data analysis and reporting.

Education

University of Zabol

Bachelor's degree, Architecture · (August 2000 - August 2005)