

## Curriculum Vitae – Spring 2023

Family name: Karimipour

Given name: Keyvan

Gender: Male

Date of birth: (31/03/1992)

Citizenship: Iranian

Email address: [keyvan.karimipour@phd.unibocconi.it](mailto:keyvan.karimipour@phd.unibocconi.it)

Linkedin Page: <https://www.linkedin.com/in/keyvan-karimipour/>

### Qualifications

- **PhD in Business Administration and Management- Marketing**

Bocconi University (2022-Present)

- **Master of Business Administration - Marketing**

University of Tehran (2016-2019)

- **BSc Electrical Engineering**

Iran University of Science and Technology (2010-2015)

### Awards and Scholarships

- Full Merit Scholarship for PhD at Bocconi University
- Ranked 115 in +50,000 participants in the national MSc. Entrance exam, 2015
- Student Award at the Education Festival of 2016, University of Tehran
- Ranked 415 in +400,000 participants in the national BS. Entrance exam, 2010

### Research Interests

As a PhD student in Marketing with an Engineering background, my research interests are in the field of Quantitative Marketing, Industrial Organization, and Applied Econometrics. I am passionate about using data-driven approaches to improve B2B Marketing Performance, and my industry experience as a Digital Marketer in marketing agencies gives me a good perspective on the field.

### Work Experience

- Digital Marketing Manager at Smartech (Mar 2022 – Sep 2022)
- Digital Marketing Manager at Tapsell Ad Network (Jul 2019 – Mar 2022)
- Digital Marketing Strategist at Resanehlab Marketing Agency (Aug 2017–Jul 2019)
- Marketing Specialist at Atyno (Mar 2016 – Aug 2017)

### Language Skills

Persian (Native), English (C1), Arabic (B2), Italian (B1)



## IT Skills

- Python: Good
- Matlab: Good
- SPSS: Good
- C++: Fairly good
- R: Basic
- Stata: Basic
- Google Tools: Data Studio, Google Analytics, Tag Manager, Search Console: Excellent
- Marketing Automation Tools: Mailchimp, Mailerlite, Hubspot: Excellent
- Marketing Analytics Tools: Adjust, SimilarWeb, Kwfinder, App Annie: Excellent
- Business Intelligence Tools: PowerBI, Tableau: Good

## Other Activities

### Marketing Courses Grades at Bocconi:

- Marketing Theory, Prof. Ordanini: A-
- Empirical Approaches in Marketing, Prof. Rubera: A-
- Marketing Strategy, Prof. Moon: A
- Consumer Behaviour, Prof. Munz: A

### Teaching Experience:

- Marketing Course- Amirkabir University (Fall2021- Spring2021- Fall2020- Spring2020)
- MBA Course- University of Tehran (Spring 2020)
- Digital Marketing Workshop- Sharif University (Winter 2020)
- Digital Marketing Course- Tapsell College (Fall 2021- Fall 2020)
- Marketing Course- Tose'e institution (Spring 2021- Summer 2020)
- Content Marketing Workshop - IICIM (Summer 2020)
- Marketing Course- Badkoobeh Advertising Agency (Fall 2021)
- Inbound Marketing Workshop- Bana Talent Accelerator (Winter 2020)
- Inbound Marketing Workshop- Mana Accelerator (Fall 2020)
- Email Marketing Workshop- Dimond Accelerator (Fall 2019)

### Certificates:

- Marketing Analytics, University of Virginia
- The Strategy Of Content Marketing, University of California, Davis
- Content Marketing, Hubspot
- Email Marketing, Hubspot
- Social Media Marketing, Hubspot
- Inbound Marketing, Hubspot