

Parsa Abdollahi

Growth & Product Manager

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About me

Birthdate: I describe myself as a **data-driven** Product Manager with a background in **marketing** and a great passion for practicing **leadership**. What motivates me is empowering individuals to reach their full potential through their passions while making real business impacts. I love environments that present opportunities for **discovering problems** and **experimenting** with solutions.

Experiences

May 2020

Present

1 yrs 5 mos

Basalam – Growth Product Lead

I joined there as a Growth Product Manager to boost viral coefficient.

- Increased the viral factor from 0.2 to almost 1 in two quarters with a product team.
 - Achieve 2000% growth in monthly new customers by creating various referral loops.
- After 8 months, I promoted to lead the growth product roadmap, OKR settings, digital marketing budget & strategy, and multiple cross-functional product and marketing teams.
- Our team efforts lead Basalam toward 1500% growth in revenue.

Jun 2018

May 2020

2 yrs

Paziresh24 – Product Manager

To increase physician acquisition, I joined there as a Product Marketer. We pivoted after a few months and decided to launch an online appointment and consultation platform. Then as Product Manager I worked on MVP, GTM strategy, and developing a user-friendly product.

- Reached product-market-fit by solving right problems.
- Achieved 400k active installs and 300K MAU, making us one of the market leaders.

Nov 2017

March 2020

2 yrs 5 mos

Freelance – Digital Marketing specialist

Within a few months of freelancing, I noticed fast-growing opportunities in digital marketing; I built a team of digital marketers to work on small-sized projects. In 2019, I became a partner at a marketing and branding agency, RoyalSun. There we handled a wide variety of projects, from marketing consultations for small-sized businesses to rebranding for enterprise companies.

Aug 2017

Feb 2018

8 mos

PishroTeb – Sales & Marketing Expert

PishroTeb specializes in the distribution of well-known healthcare brands. Along with handling B2B sales, I also designed print advertisements and ran social media pages there.

Aug 2016

Feb 2017

7 mos

AIESEC – Expansion Manager

I Volunteered in the expansion of an AIESEC local committee in Yazd university.

- built a team of volunteers to handle incoming and outgoing volunteerism, event and marketing planning, and financial budgeting.

There I got to learn and practice leadership, talent management, team building, and marketing.

Education

Oct 2015

Dec 2020

5 yrs

Yazd University – Bachelor's of Engineering

During my undergraduate studies, I volunteered as a community builder and event manager in two associations. I held various events and experienced team building. Subjects of events mostly were about digital transformations in engineering, startup weekends, and boot camps.