

# Parsa Abdollahi

Product Manager

+989193203700

abdollahii.parsa@gmail.com

parsaabdollahi.ir

## SUMMARY

---

Data-informed and customer-obsessed PM with four years of experience and a background in marketing. Great at building and leading agile teams around problems to create business outcomes through continuous discovery and experimentation. Experienced in defining business metrics and converting them into user behaviors toward reaching better conversions.

## EXPERIENCE

---

### Growth Product Manager

04/2020 - Present

Basalam | 1 year 7 months

C2C Marketplace with +200K vendors and +3M Customers. Joined there as Growth PM, promoted to Growth Product lead.

- Increased the viral factor from 0.2 to almost 1 in two quarters. (Fastest growing startup in Iran, 2020)
- Achieved 2000% growth in monthly new customers (+100k) by creating various referral loops in 12 months.
- Lead the growth product roadmap, OKR settings, digital marketing budget & strategy, and multiple cross-functional teams.
- Lead the growth teams to achieve 1500% growth in revenue in 12 months.

### Product Manager

06/2018 - 05/2020

Paziresh24 | 2 years

Market leading online medical platform with +20K doctors. Joined there as Product Marketer, promoted to Product Manager.

- Built the product from MVP, defined key metrics and north star, and shaped an agile product environment.
- Reached flatten retention rate by diversifying solutions for customer needs.
- Achieved 1 million user base and 300K MAU in 14 months.

### Digital Marketing Specialist

09/2017 - 08/2018

Freelance | 1 year

- Built a team of digital marketers to increase customers of local cafes and restaurants.
- Became partner at RoyalSun, a marketing and rebranding agency, and worked on enterprise rebranding projects.

### Marketing Specialist

11/2016 - 09/2017

PishroTeb | 11 months

Local medical equipment distributor. Joined there as sales expert, promoted to marketing specialist.

- Handled +10 business partners and 25% of the company's sales.
- Initiated and managed new sales channels such as social media and print ads.

### Expansion Management Volunteer

04/2016 - 10/2016

AIESEC | 6 months

International not-for-profit organization that provides leadership development and cross-cultural internships for students.

- Volunteered in the expansion of an AIESEC local committee in Yazd university.
- Built a team of volunteers to handle the cultural exchange, event and marketing planning, and financial budgeting.

## EDUCATION

---

Yazd University - Bachelor's of Engineering (2015 - 2020)

2020

Volunteered as a community builder and event manager on various startup weekends and boot camps.