

Ali Alavi

PRODUCT MANAGER

818.488.4431

citizenalavi@gmail.com

Los Angeles

SUMMARY

Results-driven professional with 16+ years of experience in business strategy, product development, and marketing. Expertise includes product management, strategic planning, and revenue growth while overseeing business processes and client relations. Successful track record of improving operational workflow, leading diverse teams, and promoting a positive culture within work environments.

EDUCATION

Boston University | Micro Masters: *Digital Product Management* | 2019

Arizona State University - Ira A. Fulton Schools of Engineering | 2019

Bachelor of Science: *Graphic Information Technology* | Focus: Web Design / User Psychology | Honors: Summa Cum Laude

PROFESSIONAL EXPERIENCE

Director of Wholesale / Product Manager | Smoke Cartel, Inc. | *Consumer Goods eCommerce* | 2016-19

- Led wholesale operations and managed products for an online, technology-based consumer goods retailer
- Exceeded growth projections by 23% while collaborating with executive management to align actions with organization's strategy
- Analyzed market trends and collaborated with marketing on product positioning, delivering products with demonstrable impact
- Developed and reported on customer analysis, utilized feedback to refine features resulting in a 26% increase in revenue (\$2M+)
- Managed backlog, prioritized technical / design work, and collaborated with developers to improve UX/UI, design, and usability
- Produced clear, thorough feature specifications for custom CRM software utilized by 100+ employees
- Achieved a 36% increase in customer satisfaction and exceeded sales by 44%, a result of improved CRM functionality / performance
- Trained 40+ new hires while scaling operations up to a 30K SQ FT largely automated warehouse

Founder / Product Owner | UPC Distribution, Inc. | *Consumer Goods Wholesale* | 2012-16

- Led manufacturing, development, and sales of consumer goods to 3600+ retail and distribution clients throughout the world
- Increased revenue to \$4M annually; doubled first-year sales by identifying and prioritizing ideas based on customer feedback
- Led cross-functional teams in sales, marketing, design, and manufacturing; exceeded growth projections by 35% in 2015
- Delivered products and brands leveraging analytics and user-research; achieved top-3 brands sold online in industry and category
- Defined and tracked KPIs throughout product life-cycle; consistently improved designs while eliminating underperforming products
- Coordinated 30+ events and trade-shows with budgets up to \$300K; received award for best booth design and marketing campaign
- Positioned company as an industry leader; sold UPC Distribution in 2016 to Smoke Cartel, Inc

Founder / Director / Producer | Feeva Entertainment | *Video/Audio Production & Post-Production* | 2007-12

- Managed daily operations of a film production/post production company comprised of 120+ ongoing employees per project
- Expanded to a diversified global client base, which resulted in increased revenue from \$3.3M in 2007 to \$7.1M in 2008
- Produced and directed 10+ feature productions annually, while providing post-production services to numerous clients world-wide
- Expanded production to Budapest, and post-production facilities to Buenos Aires; exceeded annual profitability forecasts by 65%
- Received 24 nominations and two awards in various categories for content produced in first year of operation

Producer | Pure Media, Inc. | *Video/Audio Production, Post-Production, Distribution* | 2003-07

- Led production/post-production for 80+ video productions; expanded production/post-production team from 30 to 60+ personnel
- Reduced production costs by 20% through streamlining negotiations and contracts while increasing production volume by 33%
- Awarded for Best Editing and received 30+ nominations in various production/post-production categories over three years
- Transferred productions to Hungary, which increased value-per-dollar for all productions by 25%

SKILLS & QUALIFICATIONS

Core Competencies: Clear Communication, Technology, Visual Design, Strategic Thinking, Collaboration, Servant Leadership

Technical: Confluence, JIRA, Trello, Aha!, Product plan, Asana, Salesforce, Google Analytics, Adobe Analytics

Design: Adobe (Photoshop, Illustrator, InDesign, After Effects, Premiere, Audition), HTML, CSS, JavaScript, UX/UI Design

Product Development: PSPO I Certified, Transparency, User Stories, Roadmapping, Prioritizing Backlog, Product Strategy, User Testing

Languages: Fluent in English and Farsi, Conversational Spanish