

# SHAHRAD NASAJPOUR

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## EDUCATION

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### THE GEORGE WASHINGTON UNIVERSITY, School of Business

Washington, DC

#### Master of Business Administration

May 2023

- Area of Focus: Strategic Management, Marketing Analytics & Branding. 60% merit scholarship
- Innovation in Business Certificate from the IMD university in Switzerland as a selected Olympian through the International Olympic Committee & UEFA program.
- Membership: Community of practice (Consulting tracks). Consulted Management.

#### Undergraduate Education

### THE UNIVERSITY OF ARIZONA

Arizona

#### Bachelor of Science

May 2017

- Public Management and Policy with a minor in Marketing. Full Athletics Scholarship.
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## EXPERIENCE

### MCKAY Chevrolet Dealership

Fairfax, VA

#### CRM Manager

February 2023 - October 2023

Analyzed customer data to identify trends and patterns and developed strategies for improving engagement and loyalty. Managed and maintained the dealership's customer database to ensure accuracy and completeness. Developed and managed marketing campaigns to attract and retain customers. Trained and mentored sales and service teams on using the CRM system effectively. Collaborated with the management team to establish sales goals and ensure the CRM program supports them. Monitored and managed the dealership's online reputation through social media and review sites.

### Deloitte.

Roslyn, VA

#### Client & Market Growth (MBA Marketing Associate )

August 2022 - December 2022

- Collaborated with cross-functional teams, including product development, design, and sales, to create and execute integrated marketing campaigns. Conducted comprehensive market research and analysis using tools such as Adobe Analytics and market surveys, resulting in the identification of key target audiences and messaging tactics. Continuously monitored and optimized campaign performance using A/B testing and data analysis. Reported on the effectiveness of marketing efforts to senior leadership, providing actionable insights and recommendations for future campaigns.

### DG Legacy

Washington, DC

#### Strategic Management and Marketing Consultant / Project Manager (Contract)

April 2021 - May 2022

- DG Legacy is a German-based Tech company. As a marketing team leader, I created a strategic roadmap for the company and oversaw the launch of the company's product in the US market by creating persona, launching surveys and focus groups, market research, partnership, and creating message and advertisement. Through strategic product planning and digital marketing, we built brand awareness and promoted the product in the US market, resulting in over 5,000 new clients within five months.

### Life Insurance Agent

Phoenix, Arizona

#### Bankers Life

November 2016 - February 2020

- I marketed the company's services and policies to potential new clients and arranged insurance policies in an understandable fashion. I met with new and existing clients to learn about their financial and personal profiles and reviewed their life insurance policies to evaluate whether any changes were needed. Additionally, I communicated with insurance adjusters about the life cycle of each claim. As a result of my efforts, I was named one of the company's top agents, selling an average of four to five policies per week.

### INTERNATIONAL PARALYMPIC COMMITTEE

United States

#### Professional Paralympic Athlete. Track and Field, Discus Thrower

January 2012 - October 2021

- I competed at the Rio 2016 and Tokyo 2020 Paralympic Games, won three World Athletics Series titles (in 2016, 2017, and 2019). I am also the US national record holder and a five-time US champion (from 2016 to 2021). I have been sponsored by VISA and Airbnb as an athlete from 2016 through 2021 and have served as the Athlete Ambassador for Proctor & Gamble Company. I am self-motivated and believe that doing work outside of regular hours is where I can find an advantage. I can perform under pressure and have strong work ethics. I have led teams and have been willing to sacrifice personal accolades for the success of the team. I am detail-oriented and goal-driven.

## ADDITIONAL INFORMATION

**Community Accomplishment:** I volunteered at an NGO called "Peace House" and nominated the organization in a campaign at P&G Company. Among tens of global applications, my proposal was selected to receive a \$12,000 grant for the NGO. **Technical Skills:** Microsoft office. Excel. PowerPoint. Data analysis & Scrum Master. Team Management Certificate.