

CURRICULUM VITAE

Saeed Andaji Garmaroudi

- **Name:** Saeed Andaji Garmaroudi **Gender:** male
- **Nationality:** Iranian **E-mail:** saeed.andajigarmaroudi@temple.edu
- **Place of Birth:** Tehran, Iran **Birth Date:** March. 21, 1988

EDUCATION:

Aug. 2018 - Present • **PhD in Business Administration, Tourism and Sport Concentration,** Fox School of business, Temple University, PA, United States.

Sep. 2013 - Aug. 2015 • **M.A in Communication, Integrated Marketing Communications Concentration,** Communication School, University of Hartford, CT, United States

Sep. 2007 - June 2013 • **B.A in Business Management,** Faculty of Management, University of Tehran (Almost always ranked as the best university in Iran according to almost all of university rankings), Tehran, Iran.

Sep.2001 - July 2007 • **Shahid Soltani High School & Middle School -School for gifted students-** under Supervision of NODET, ([National Organization for Developing Exceptional Talents](#)), Tehran, Iran. High School Diploma in Mathematics and Physics.

HONORS & AWARDS:

- 2014. Accepted paper proposal in ECA (eastern communication association) and presenting the paper in the convention (Providence, Rhode Island).
- 2014. Selected as main presenter in academic symposium, University of Hartford (Hartford, Connecticut).
- 2010. Winning a university certificate as a result of 2 active years of participation in Scientific association of university of Tehran (Tehran, Iran).
- 2007. Ranked 2050 among about 500`000 participants in the nationwide entrance exams for universities in Iran (Tehran, Iran).
- 2005. Qualified for the final stage of the national **Literature** Olympiad (Tehran, Iran).
- 1998 and 2001. Selected as an Exceptional Talent by "NODET" ([National Organization for Developing Exceptional Talents](#)) (Tehran, Iran).

FIELDS OF INTEREST:

- Service marketing and service branding
- Measuring and developing brand equity
- Front-line service employee management
- Internal branding and internal marketing
- Social media marketing
- Customer experience design

TEACHING EXPERIENCE:

- **Guest Speaker**, “REAL CASES IN SOCIAL MEDIA MANAGEMENT”,
Communication school, University of Hartford, 2016, 2017
- **Teaching Assistant**, “MARKETING MANAGEMENT”,
Faculty of management, University of Tehran, 2009, 2010, 2011

SELECTED RESEARCH EXPERIENCES & PROJECTS:

- Work in progress: “*Impact of Employee Rapport-Building Behaviors on Customer’s Brand Perceptions*” with Elizabeth G. Miller. Ready for data collection. Target journal: Journal of Brand Management.
- Work in progress: “*Proposing a Conceptual Framework for Employee Branding*” with Elizabeth G. Miller. Target journal: AMS Review Journal.
- Master Program Thesis Project: “*Impact of Employee’s Communication Patterns on Customer’s Brand Perceptions, An Empirical Study*” with Branislav Kovacic as advisor.
- Paper Proposal Presentation, Accepted and Presented in ECA (Eastern Communication Association) Convention: “*Identifying Appropriate Rapport-Building Behaviors Regarding to Customer’s Relational Characteristics*”
- Customer-employee Interaction Analysis, communication theory course, University of Hartford, 2013
- Analysis of Social Media Functions in For-profit Organizations, social media course, University of Hartford, 2013

WORK EXPERIENCE:

2018- Present • **Research Assistant at the School of Tourism and Sports at Temple University**

2016-2017 • **Marketing Consultant for service start-ups, tasks:** service experience design, frontline employee training, comprehensive promotional and social media marketing plan, HRM plan and business development plan.

2016 • **Marketing specialist at TSM Design**, tasks: Planning and implementation of social media marketing management, conducting marketing research, developing proposals, developing brand narratives, developing analytical white papers on marketing-related issues, benchmarking best practices.

• **Selected Projects at TSM Design:** Developing branding proposal for "Western Mass economic and tourism development", re-branding "Berkshire Community College", re-branding the "Fathers and Sons" car dealership, developing marketing plan for "Insurance Center of New England", developing proposal for employment branding of "Smith and Wesson", developing an over-arching branding plan for "HAPHousing".

COMPUTER SKILLS:

- Microsoft Office (Word, Excel, PowerPoint, One Note)
- Windows environment (XP, Vista, 7, 8) and internet research
- MS Project and Primavera
- IBM SPSS statistics
- Mind Manager and other mind-mapping tools
- Google tools to improve teamwork
- Familiar with Photoshop

LANGUAGE SKILLS and TEST SCORES:

Persian: Native **English:** Excellent **Arabic:** Familiar

COURSE TRAINING:

- International Brand conf. Tehran, Iran, 2010
 - Full program of strategic brand management (branding research, brand positioning, brand elements, brand communication, brand audit, and brand extension), Brandztech institution, Tehran, Iran, 2008-2010
 - Psychology of Management, IMBC Institution, Tehran, Iran, 2009
 - Managerial Games, IMBC Institution, Tehran, Iran, 2009
 - Bargaining & Negotiation, one day conf. university of Tehran, 2008
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