

# ***Mansoureh Mazraifarahani (aka Mansoureh Farahani)***

*I am a professional with more than 13 years of experience in journalism, media, marketing and advertising in different media such as News Agency, Radio and TV.*

**Current Location:** London, United Kingdom

**E-mail:** [farahani.mmf@gmail.com](mailto:farahani.mmf@gmail.com)

**Languages:** Persian (Primary), English (Fluent), Spanish, Arabic (Basic).

**Current Interests:** Journalism, Marketing, Advertising, Researching, Tourism, Teaching.

**Extraprofessional Interests:** Writing, Reading, Swimming, Climbing, Basketball, Researching, Travelling, History, And Different Cultures.

## **Professional Experience**

### **Author, Editor and Researcher @ Asharq Alawsat**

Working as an author and editor (freelance) in the Arabic international newspaper headquartered in London, which is the world's premier Pan-Arab daily newspaper (<http://www.aawsat.com/>)

**Period:** August 2013 - Current      **Location:** Working in London, United Kingdom

- Researching and writing articles and features about tourism, education, science, politics, economic and culture, to be published on the Persian and English version
- Managing the Facebook and Twitter social media accounts
- Covering news and editing articles about Iran and around the world
- Published articles which resulted as the most viewed articles on the website

### **Content and Marketing Manager @ Ninisite**

Ninisite is a Persian website about parenting, baby and pregnancy (<http://www.ninisite.com/>)

**Period:** 2012 - Current      **Location:** Working remotely from London, UK (company based in Tehran, Iran)

- Responsible of the creation of two new sections of the website and their relative content
- Leading the website team and researching
- Created Social media campaign and managing the pages in social media
- Increased the global Iran website ranking from 60 to 49 (according to alexa.com)

### **Marketing Consultant @ Fastclick**

Fastclick is a one of the biggest internet marketing companies in Iran (<http://fastclick.ir/>)

**Period:** 2009 - Current      **Location:** Tehran, Iran and remotely from London, UK

- Working with the company planning, creating and advising marketing campaigns

### **Freelance Journalist and Photographer @ ISNA News Agency**

ISNA News Agency which is one of the popular news agencies in Iran (<http://isna.ir/>)

**Period:** 2013      **Location:** Working freelance from London, United Kingdom

- Covering news and photos of Iranian presidential election in London
- Writing reports about the economic and political issues in London

### **Journalist and Photographer @ IranSport24**

IranSport24 is a sport website based in Iran (<http://www.irsport24.com/>)

**Period:** 2011 - 2012      **Location:** Working remotely from London, UK (company based in Tehran, Iran)

- Writing reports and providing photographs covering the olympics-related news, before, during, and after the events
- Writing reports about the situation of the different teams in the UK
- Writing reports covering the Wimbledon competition

### **Science Correspondante, Researcher and Translator @ Fars News Agency**

Fars News Agency is one of the top Iranian news agencies (<http://farsnews.com/>)

**Period:** 2005 - 2011      **Location:** Tehran, Iran

- Managing the science department
- Working as a reporter in the science and Health department, writing and translating 80 monthly reports and news
- Covering science events and working and having cooperation with Iranian science ministry, Iran Space news agency, Royan Institute (Research and Clinical Center for Infertility) and others
- Having interviews with different scientists and researchers around the world
- Having interviews with Iranian Scientific Authorities

#### **Achievements and Awards:**

- Best science journalist covering the earthquake field (October 2010)
- Science journalism award (March 2009)

### **PR and Marketing Consultant @ Pardis High Technology Park**

Paradis Tech Park (<http://www.techpark.ir/>)

**Period:** 2009 - 2011      **Location:** Tehran, Iran

- Media and PR assistance for more than 25 scientific events
- Managing the content of the Technology Park's magazine

### **Science Commentator @ Radio Javan IRIB**

Radio Javan is an Iranian radio (<http://radiojavan.ir/>)

**Period:** 2009 - 2011      **Location:** Tehran, Iran

- Working weekly as a science commentator in a 2 hours live programme

### **Science Commentator @ Sedaye Ashena Radio**

Sedaye Ashena is a global radio based in Iran (<http://www.sedayeashna.ir/>)

**Period:** 2009 - 2011      **Location:** Tehran, Iran

- Working weekly as a science commentator in a 2 different programmes

### **Science Correspondent and Reporter @ Islamic Republic of Iran Broadcasting (IRIB)**

IRIB is the national broadcasting corporation in Iran (<http://irib.ir>)

**Period:** 2001 - 2005      **Location:** Tehran, Iran

- Working in recorded TV programmes as a journalist and reporter in the science field
- Interviewing both in Persian and English languages

### **Reporter @ MITV**

MITV entertained the Iranian community around the world since 2003 (<http://www.mitv-group.com/>)

**Period:** January 2005 - June 2005      **Location:** Tehran, Iran (a Persian TV based in Germany)

- Worked mainly as a reporter in the social, heritage and entertainment field

## **Interpreter and journalist @AP**

Worked as an interpreter and journalist for Associate Press during the Bam Disaster

**Period:** December 2003      **Location:** Bam, Iran

## **Other Projects**

### **FoodHertfordshire Marketing Campaign**

Leading the team responsible for promoting and advertising a Food Theme Day, providing marketing strategy, using social media (Facebook and Twitter), achieving the set goal by increasing the number of customers and revenues

**Website:** <http://www.foodhertfordshire.co.uk/>      **Period:** January 2013 - February 2013

### **Conference Hertfordshire Marketing Campaign**

Leading the team analysing the data of the bookings of the venue, writing the marketing plan, providing the marketing strategy to increase the number of bookings, hitting the set target

**Website:** <http://www.conferencehertfordshire.co.uk/>      **Period:** February 2013 - January 2014

### **Road Crashes Research**

Worked as a team member researching about the global road crashes, and creating the infographics of the report

**Period:** 2012

### **PR and Press office Manager @ Iran Open Robocup 2009 and 2010**

Worked as a team leader of the PR and media office for Iran Open RoboCup event.

Providing and implementing ideas and taking a lead on media strategy.

**Period:** 2009 and 2010      **Location:** Tehran

### **Iranian Astronomical Society of Iran**

Cooperated with the society in holding the scientific tour of the solar eclipse in Turkey, organizing and leading the 200 people bus tour

**Period:** 2006      **Location:** Iran and Turkey

### **PR Assistant @ Iran-China cooperation conference on oil and gas**

Worked as a team member and leader of media and PR assistant for the Iran-China cooperation conference in oil, gas to do maintaining relationships with different types of national and international media such as newspaper, TV, Radio and digital media

**Period:** 2006      **Location:** Kish, Iran

### **Persian Tutor**

Teaching persian language part-time to various students as a private tutor

**Period:** 2012 - Current      **Location:** London, United Kingdom

## Education

MSC International Tourism and Hospitality Management

*MSC International Tourism and Hospitality Management*, graduated with Distinction (<http://www.herts.ac.uk/>)

**Period:** 2011 - 2013      **Location:** Hertfordshire University (Hatfield, United Kingdom)

*Managing Large Crowds & Security in Major Event's Workshop*

**Period:** November 2012      **Location:** University of Hertfordshire (Hertfordshire, United Kingdom)

Spanish Language

Bachelor degree in Spanish Language (<http://english.iau-tnb.ac.ir/>)

**Period:** 2005 - 2011      **Location:** Islamic Azad University-North Tehran Branch (Tehran, Iran)

*Media Training for improve the communication skills*

**Period:** Summer 2010      **Location:** department of research of Fars News Agency

*Media Training Workshop for Public Education and Awareness on Disaster Risk Reduction*

**Period:** November 2008      **Location:** United Nations Development Program (Tehran, Iran)

*Website Design*

**Period:** 2008      **Location:** Jahad Daneshgahi University (Tehran, Iran)

*Training Workshop for Journalists on the Millennium Development Goals*

**Period:** November 2007      **Location:** United Nations (Tehran, Iran)

*Spanish Language*

**Period:** 2004      **Location:** Kish Institute (Tehran, Iran)

*Journalism*

**Period:** June 2001 - February 2002      **Location:** Islamic Republic of Iran Broadcasting School (Tehran, Iran)

Mathematical Physics

Diploma in mathematical physics

**Period:** 2000      **Location:** Tehran, Iran

*English Language*

**Period:** 1996 - 1998      **Location:** Kish Institute (Tehran, Iran)

## Personal Profile

I am flexible, hardworking and I can adapt easily to new environments. I'm currently seeking for new professional adventures in the media and communication or marketing fields.

As part of a team, my organizational and leading skills, and friendly attitude have been widely appreciated throughout my career.

Interested in traveling and discovering new cultures, I've travelled around Iran, UK, Thailand, Turkey, United Arab Emirates, Saudi Arabia, Spain, France and Italy.

In addition, I love reading and doing sports.