

KEYVAN KARIMIPOUR

Bocconi University - Department of Marketing - Office: 4th Floor, Room A1-08

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Education

PhD in Marketing

Bocconi University 2022 - Present

Master of Business Administration - Marketing

University of Tehran 2016 – 2019

BSc Electrical Engineering

Iran University of Science and Technology 2010 - 2015

Research Interests

Quantitative Marketing

Digital Marketing

Customer Journey

Work in Progress

“Channel Heterogeneity in Retargeting Ads” with Andrea Ordanini and Sungtak Hong

Professional Experience

Digital Marketing Manager at Smartech 2022

Digital Marketing Manager at Tapsell Ad Network 2019 - 2022

Digital Marketing Strategist at Resanehlab Marketing Agency 2017 - 2019

Marketing Specialist at Atyno 2016

Other Activities

Teaching Assistant:

Marketing Analytics | Professor Andrea Ordanini Fall 2023- Fall 2024

Digital Marketing | Professor Jessica Kim Fall 2024

Marketing Analytics | Professor Sungkyun Moon Fall 2024

Two-Sided Markets | Professor Andrea Ordanini Fall 2024

Web Analytics | Professor Marton Varga Spring 2024

Product Management | Professor Joachim Vosgerau Spring 2024

Marketing Analytics | Professor Jessica Kim Fall 2023

Teaching Experience:

Marketing Course- Amirkabir University	Fall 2021- Spring 2021- Fall 2020- Spring 2020
MBA Course- University of Tehran	Spring 2020
Digital Marketing Workshop- Sharif University	Winter 2020
Digital Marketing Course- Tapsell College	Fall 2021- Fall 2020
Marketing Course- Tose'e Institution	Spring 2021- Summer 2020
Content Marketing Workshop - IICCIM	Summer 2020
Marketing Course- Badkoobeh Advertising Agency	Fall 2021
Inbound Marketing Workshop- Bana Talent Accelerator	Winter 2020
Inbound Marketing Workshop- Mana Accelerator	Fall 2020
Email Marketing Workshop- Dimond Accelerator	Fall 2019

Certificates:

- Marketing Analytics, University of Virginia 2020
- The Strategy Of Content Marketing, University of California, Davis 2020
- Content Marketing, Hubspot 2019
- Email Marketing, Hubspot 2019
- Social Media Marketing, Hubspot 2019
- Inbound Marketing, Hubspot 201

Awards and Scholarships

- Full Merit Scholarship for PhD at Bocconi University 2022
- Student Award at the Education Festival of 2016, University of Tehran 2016
- Ranked 115 in +50,000 participants in the national MSc. Entrance exam 2015
- Ranked 415 in +400,000 participants in the national BS. Entrance exam 2010

Language Skills

Persian (native), English (fluent), Arabic (intermediate), Italian (basic)

IT Skills

- Python, Matlab, SPSS, C++ (Good)
- R, Stata (Basic)
- Google Tools: Looker Studio, Google Analytics, Tag Manager, Search Console (Excellent)
- Marketing Automation Tools: Mailchimp, Mailerlite, Hubspot, WebEngage (Excellent)
- Marketing Analytics Tools: Firebase, Adjust, SimilarWeb, Kwfinder, App Annie (Excellent)
- Business Intelligence Tools: PowerBI, Tableau (Good)