

Parisa SIASI**Marketing**

I am a PhD student in Marketing at "the European Research Center in Financial Economics and Business Management (CEREFIGE)", University of Lorraine, France, under the supervision of Professor Jean-Luc

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**Cœur de métier****PHASE 1 Développement des compétences**

The ultimate objectives and goals of my thesis is to find the efficient method for increasing and accelerating customer engagement and activities in the social media

PHASE 2 Évaluation

Ability to determine the key performance criteria (KPI) for measuring the effectiveness and efficiency the executed social media marketing activities by consumers in the area of social media and defining the frequency for this measurement system.

PHASE 2 Gestion de l'information

Utilizing various type of software such as POWER BI and Date Warehouse and CUSTOMER Relation Management (CRM) for managing the data and transforming to the information in an efficient manner.

PHASE 2 Expertise et méthodes

Having the comprehensive and in depth knowledge related the recent changes and Up to date in the trends and utilization of social media as a marketing communication tools. Having access to the recent articles and journals for connaitre the challenges, the limites and the future research path in this area

**Qualités
personnelles et
relationnelles****PHASE 1 Communication**

Qualified for communicating the result of the research and investigation with manager and directors the enterprises in the effective manner and be ready to give the recommendation to the départements of marketing for improving their efficiency in utilizing social media and online, digital marketing section.

PHASE 2 Collaboration

Effective collaboration and cooperation is one of the most critical and essential characteristic of mine as a member of marketing teams. Having the effective listening the others ideas and take them into consideration is essential for me to have a better result in innovative projects

PHASE 2 Analyse, synthèse et esprit critique

Working in the RISK MANAGEMENT DEPARTMENT for years gave me the great opportunities to be able to have a critical thinking and analysis the data in the risky condition. this skills is critical for mitigating all determined or possible risks.

PHASE 2 Ouverture et créativité

Having the years in the area of marketing as an expert provides me the opportunity for developing the innovation and creativity for determining the products offers, promotions and all marketing and sales activities in social media or in the exhibitions

PHASE 2 Engagement

Experiences in the area of auditing which requires the high level of commitment to deliver the real and honest results as exactly as they were discovered. So, the commitment and having high motivations are the deniable characteristic of mine as a marketer

PHASE 1 Écoute et empathie

active and effective listening is the essential skills for me to be able to discover the ideas and innovations and distinguish the customer needs and demands

PHASE 2 Négociation

Negotiation with customer as a business partner or the individual client is one the most principale part of the customer relationship management which is my favorite skills;