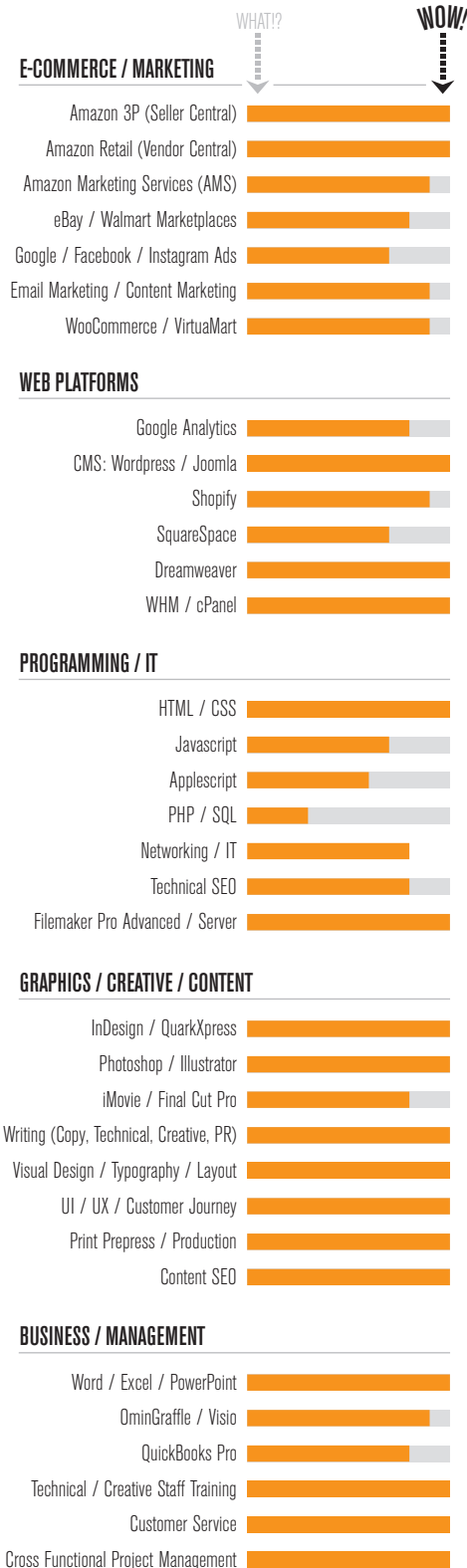


# BEHZAD BEZ TABATABAI

Designer, Developer, Writer, Marketer – Helping my team and our company exceed goals.

818.693.4868 | behzad@behzad.com | behzad.com

## MY TECHNICAL EXPERTISE



## WHAT I DO (REALLY WELL)

I communicate verbally, visually, and systematically to sell ideas and products.

## HOW I DO IT

I employ my broad experience to find holistic solutions, my uncompromising customer focus to frame the message, and expert technical skills to deliver value. When you convey the right message the right way, efficiently, ideas and products just sell themselves!

## WHERE I'VE DONE IT

As a freelance designer, writer, and developer, I've consulted clients ranging from creative departments in newspapers and ad agencies, to global product manufacturers. This work has included full-time stints managing organizations and running companies, some of which is highlighted below:

### FREELANCE CONSULTANT – PIXSOUL, INC. [ 1990 - Present ]

Provided content, marketing, design, and communication services for print, web, and mobile. Solved client challenges in branding, art direction, design, marketing, eCommerce, data analysis, software development, copywriting, training, web applications, performance measurement, and more!

### E-BUSINESS DIRECTOR – BOSS INTERNATIONAL GROUP [ 2016 - 2018 ]

Led e-Commerce team in every aspect of D2C strategy and execution for 4 international consumer electronics brands on eCommerce websites, eBay, Walmart, and Amazon.

### OWNER – iCONTACT / DESTINATION GADGETS [ 2013 - 2016 ]

Created and ran iContact mobile accessories brand, and Destination Gadgets Amazon 3P store as its exclusive sales channel. Reached \$500K sales in first year with no employees and only 6 SKUs.

### GENERAL MANAGER – IKON AUDIO INTERNATIONAL [ 2007 - 2013 ]

Managed daily operations and logistics for 3 international car audio brands.

### OTHER CAREER HIGHLIGHTS

ART DIRECTOR – FARHANG FOUNDATION (Non-Profit Cultural Organization) [ 2008 - 2020 ]

PUBLISHER / EDITOR / DESIGNER – NAMAK (Culture and Lifestyle Magazine) [ 2004 - 2007 ]

CHIEF OPERATING OFFICER – DESIGN QUORUM (Design Studio) [ 1999 - 2004 ]

GENERAL MANAGER – AD/OUT (Advertising Agency) [ 1993 - 1999 ]

Contact me for glowing references.  
Visit [behzad.com](http://behzad.com) for creative portfolio.

## EDUCATION / TRAINING

### UNIVERSITY OF CALIFORNIA LOS ANGELES (UCLA) [ 1999 ]

- Bachelor of Arts in English / American Studies

- Minor in Political Science / Organizational Studies

★ **Awarded UCLA President's Medal of Honor** - 3 recipients out of 30K undergraduates

★ **Won Best Writer Award** - Human interest story published in ConSafos magazine

### LANDMARK EDUCATION [ 2004 ]

Landmark Forum, Forum Advanced Course, Self Expression and Leadership Program, Commitment Seminar, Integrity Seminar, Living Passionately Seminar

## PERSONAL QUALITIES (TOP 5)

Clear Communicator > Reliable > Creative > Can-Do Attitude > Analytical