Mohadeseh Masoumi

Executive Assistant & Operations Coordinator | Marketing Automation (n8n) & AI Workflows

Tehran, Iran — relocating to Istanbul,
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> Open to Relocation / Work Permit Required (Türkiye) — available for on-site work in Istanbul

PROFESSIONAL SUMMARY

Executive assistant and operations coordinator supporting a CEO across calendar management, meeting coordination and cross-team follow-through, with a delivery background in marketing operations and content production. Builds and maintains automation workflows in n8n that connect forms and Google Sheets and remove manual, error-prone steps from recurring admin and campaign processes, and uses AI tooling inside production workflows rather than as an experiment. Comfortable running the calendar, the task list and the campaign calendar at the same time, across marketing, sales and operations stakeholders.

CORE COMPETENCIES

EXECUTIVE SUPPORT

CEO calendar management · Meeting scheduling & coordination · Task follow-up & deadline tracking · Project status reporting · Cross-team coordination · Confidential information handling

MARKETING OPERATIONS & CONTENT

Content calendar planning · Campaign execution & assets · Social media management (posts, stories, reels) · Brand consistency across channels · Campaign data handling & reporting

CUSTOMER & FRONT OFFICE

Front-desk operations · Customer relations · Sales support & follow-up · Vendor coordination

OPERATIONS & PROCESS

Workflow documentation · Recurring process ownership · Vendor & supplier follow-up · Reporting preparation · Backlog & pipeline tracking

AUTOMATION & AI

n8n workflow build & maintenance · Form-to-sheet data pipelines · Automated email confirmations · CRM-style integrations · AI-assisted documentation & drafting

PROFESSIONAL EXPERIENCE

Assistant & Project Coordinator to CEO
2025 – Present

Office of the CEO — Manufacturing & E-commerce Group · Tehran, Iran

- Own the CEO's calendar: schedule and reschedule meetings across internal team leads and external parties, resolve conflicts, and protect focus blocks for decision-making.
- Coordinate recurring management meetings end to end — agenda preparation, invitations, follow-up on open items, and written status summaries after each session.
- Track project status across workstreams and report progress, blockers and pending decisions to the CEO in a single consolidated view.
- Follow up on assigned tasks with cross-functional teams (marketing, sales, operations) until closure, escalating items that stall past their deadline.
- Build and maintain n8n automation workflows that move recurring admin work — form submissions into Google Sheets, automated confirmation emails, and CRM-style record updates — off manual handling.
- Integrate form platforms (Porsline) with Google Sheets and downstream services so collected data arrives structured and ready for reporting.
- Apply AI tooling to drafting, summarising and documentation tasks, cutting turnaround on routine written work.

Marketing & Front-Desk Coordinator (Social Media Manager)
2024 – 2025

SiMo Detailing · Tehran, Iran

- Managed social media end to end: built and maintained the content calendar, produced and published posts, stories and reels, and kept a consistent brand visual identity across channels.
- Executed marketing campaigns alongside the wider team, from asset creation to publication and post-campaign review.
- Covered front-desk and customer relations duties — client reception, enquiries, appointment handling and follow-up — while tracking sales-support leads to conversion or closure.
- Coordinated daily appointment and service scheduling with the workshop team, balancing customer requests against capacity.
- Produced campaign and promotional material aligned to the brand identity, keeping messaging consistent across digital and on-site touchpoints.

Marketing Campaign Coordinator (Ticketing Platform)
2023 – 2024

Ekeepa · Tehran, Iran

- Executed ticket-sales campaigns on the platform's social channels, from campaign brief through asset publication.
- Designed and produced social campaign graphics and campaign quiz assets used to drive ticket-sale engagement.
- Handled campaign data — collating submissions, participant and campaign records, and preparing them for internal reporting.
- Ran campaign operations on a recurring cycle: publishing schedule, asset deadlines and campaign status tracked against plan.

Marketing & Administrative Assistant
2022 – 2023

Mastaneh Clinic · Tehran, Iran

- Supported clinic administration: appointment coordination, patient follow-up and front-office record keeping.
- Produced and published clinic social media content and promotional material, maintaining a consistent presentation across channels.
- Handled patient enquiries and reception duties, ensuring requests were routed to the right practitioner or department.
- Assisted marketing activity for clinic services, including campaign material preparation and content scheduling.

Content & Visual Production Assistant
2021 – 2022

Hashour Studio · Tehran, Iran

- Produced and prepared visual content and campaign assets against client briefs and studio deadlines.
- Supported studio production workflow: asset organisation, review rounds and delivery hand-off.
- Coordinated with studio team members and clients on feedback and revision cycles, tracking each item to sign-off.

EDUCATION

Bachelor of Industrial Design — in progress
In progress

Tehran Markaz Azad University · Tehran, Iran

Degree not yet completed. Coursework covers design fundamentals, visual communication and user-centred design.

Diploma in Animation
2021

High-school diploma · Tehran, Iran

Completed.

CERTIFICATIONS & SELF-DIRECTED TRAINING

UXcel Certificate
Completed

UXcel

UX fundamentals — user flows, usability principles and interface heuristics.

UI/UX Course
Completed

Invers School

Applied UI/UX — wireframing, interface design and developer hand-off.

n8n & AI Workflow Automation — Self-Directed Project Work
Ongoing

Independent

Self-directed build of production automation: form-to-Google-Sheets pipelines, automated confirmation emails, CRM-style integrations and AI steps inside live workflows.

SELECTED TOOLS

n8n · Google Sheets · Porsline · Figma · Photoshop · Illustrator · After Effects · Notion · ChatGPT / Claude · Google Workspace

LANGUAGES

Persian	Native
English	Professional working proficiency — interviews in English
Turkish	A1 elementary — actively studying

ADDITIONAL INFORMATION

- Open to relocation — work permit required (Türkiye); available for on-site work in Istanbul.
- Relocation timeline: immediate. Expectation: employer files the work-permit application via e-Devlet before the current visa or residence permit expires.
- Comfortable in fast-moving, multi-stakeholder environments with a high volume of recurring admin and coordination work.
- References available on request.