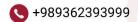
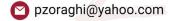
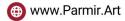
# PARASTOO ZORAGHI

## BRANDING PARTNER







#### About me



Born on 1996



Based in Tehran, Iran

As a branding partner, I go beyond brand management by forming collaborative partnerships with clients, crafting unique strategies, and delivering impactful results. With an innovation-driven mindset and a keen eye on emerging trends, I continuously seek new possibilities to elevate brands and achieve exceptional outcomes. My expertise in design and marketing allows me to create memorable brand experiences and forge meaningful connections with targeted audiences. I also know how to demonstrate the power of storytelling and creativity to shape brand awareness and loyalty. As a result of having a self-motivated player on your team, you can expect unparalleled brand growth and success.

#### **Educations**



Bachelor of Arts (B.A.), **Design and Visual Communications** 

Shariaty Technical and Vocational University



Associate's degree, **Graphic Design** 

Shariaty Technical and Vocational University



Highschool diploma, **Graphic Design** 

Narjes Art School

### **Digital Tool Kit**

Adobe Creative Suite (Ai, Ps, Id, Xd, Ae)

Figma Canva

WordPress Google Analytics Webflow Microsoft Office **Invision Studio** Windows/Mac

Miro

#### Soft Skills

Critical Thinking **Problem Solving** Collaboration

Adaptability & flexibility Attention to details Creativity & innovation

#### Languages

English: Native French: Conversational Persian: Native Arabic: Basic

#### **Portfolio**

www.ParMir.Art

### **Work Experience**



# Brand Manager - Dairy (Fat) Business

Solico Group - Full-time - Iran | May 2023 - Present

- Crafted impactful branding strategies, style guides, brand guidelines, and brand vision.
- Analyzed competitors, gathered customer insights through actual market visits.
- Reviewed marketing plans, managed budgets, monitored execution.
- Created and managed engaging promotional collateral (ATL & BTL).
- Developed and launched captivating POSM, outlet activation programs, events and sponsorships plans, to enhance brand visibility and engagement.



#### **Brand Manager - Marketing Team**

Exlance - Full-time - UAE | Sep 2022 - April 2023

- · Crafted a comprehensive brand book, providing clear guidelines for our brand's visual identity and messaging.
- Established a consistent social media strategy to maintain a unified brand voice online.
- Led a team of 3 designers, fostering collaboration and creativity to bring our brand vision to life.
- Cooperated closely with the technical team to seamlessly integrate the brand essence into the user experience design, ensuring a delightful journey for our customers.



#### **Brand Manager**

Arch Bana Ab - Full-time - Iran | Sep 2020 - Dec 2022

- Established & implemented branding strategy & visual identity for +10 brands, ensuring consistency across all materials.
- Designed brand books & brand guidelines for diverse projects.
- Crafted engaging social media content to increase brand & product awareness, utilizing visual communication skills to connect with targeted audiences.
- Designed a style quide for commercial publications and price lists.
- Provided advertising consultancy to guide businesses through the marketing landscape.



#### **Digital Product Designer**

LoveLane - Full-time - Germany | Aug 2021 - Dec 2022

- Designed UI/UX for a gamified mobile application, including wireframing, prototyping, and interaction design for 60+ pages.
- Ensured app & website responsiveness & optimized user experience across devices.
- Created illustrations, mascots, logos, and visual branding elements.
- Collaborated with founders to ensure design met their requirements.
- Conducted usability test and incorporated feedback into design iterations. · collaborated actively with development team to implement final design.
- Conceptualized and implemented social media content to increase brand awareness.

#### Senior Visual Designer - Digital Marketing Team

Mobcoder Marketing Agency - Full-time - Qatar | Aug 2020 - Feb 2022

- · Collaborated with clients from diverse sectors (café, personal training, education, and industrial fields)
- · Created visually stunning social media posts and stories, both static and motion, to elevate brand awareness and engagement.
- Designed logos and developed brand identities that resonated with clients' values and communicated their USPs.

#### Creative Graphic Designer - Marketing & Digital Marketing Team

at multiple companies - Full-time - Iran & UAE | June 2016 - May 2020

- · Designed branding and visual identity materials for various clients
- Created infographics, icons, and educational materials
- · Planned events and designed promotional materials
- · Developed environmental graphics, lightboxes, and posters
- Designed packaging and labels for various products
- Created presentations, reports, catalogs, and brochures

# PARASTOO ZORAGHI

### BRANDING PARTNER

#### Licenses & certifications

**Personal Branding** University of Virginia - Issued Oct. 2023

Fundamentals of Marketing Strategy
University of London - Issued Sep. 2023

**Create High-Fidelity Designs and Prototypes in Figma** Google - Issued Jun. 2023

Introduction to Social Media Marketing Meta - Issued Jun. 2023

C Attract and Engage Customers with Digital Marketing Google - Issued May. 2023

Conduct UX Research and Test Early Concepts
Google - Issued May. 2023

Foundation of Digital Marketing & E-commerce Google - Issued Mar. 2023

IELTS Academic 7.5 IELTS Official - Issued Mar. 2023

University of London - Issued Jan. 2023 Brand Management: Aligning Business, Brand and Behaviour

OBPPC Infrastructure Solico Group - Issued Dec. 2022

**Build Wireframes and Low-Fidelity Prototypes** Google - Issued Nov. 2022

Start the UX Design Process: Empathize, Define, and Ideate Google - Issued Sep 2022

Foundations of User Experience (UX) Design Google - Issued May 2022

Content Marketing Fundamentals Semrush - Issued Oct 2020

Management, Reporting, and Collaboration Semrush - Issued Oct 2020

**Advanced Competitive Research** Semrush - Issued Oct 2020