

PARASTOO ZORAGHI

BRANDING PARTNER

+989362393999

pzoraghi@yahoo.com

www.Parmir.Art

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

Adaptability & flexibility

Problem Solving

Attention to details

Collaboration

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 guide** 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**

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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



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



Brand Management: Aligning Business, Brand and Behaviour

University of London - Issued Jan. 2023



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