




Parastoo ZORAGHI


BRAND MANAGER / MARKETING STRATEGY MANAGER


Info

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 pzoraghi@yahoo.com

 07 48 53 36 74


 Portfolio: www.ParMir.Art


 Mobility: Nationwide (France)

With 10 years of experience in branding and marketing, as a branding partner, I go beyond brand management by building close collaborations with my clients, developing unique strategies, and delivering impactful results. With an innovative mindset and a keen focus on emerging trends, I constantly seek new opportunities to elevate brands and achieve exceptional outcomes. My expertise in design and marketing allows me to create memorable brand experiences and build strong connections with target audiences. I also know how to demonstrate the power of storytelling and creativity to shape brand awareness and loyalty.

Education

 **MBA in International Management**
IGR IAE Rennes | Université Rennes 1 - France

 **Bachelor's Degree in Visual Communication**
Shariaty Technical and Vocational University

 **Associate's Degree in Graphic Design**
Karaj Technical and Vocational University

 **Secondary School Diploma in Graphic Design**
Narjes Vocational and Technical High School

Digital Tools

- Adobe Creative Suite (Ai, Ps, Id, Xd, Ae)
- Figma
- WordPress
- Webflow
- Miro
- Canva
- MS Power Bi
- Microsoft Office
- Windows/Mac

Languages

Persian: Native
English: C2

French: A2
Arabic: A1

Professional Experience



Brand & Marketing Strategist - Product Marketing Team

Kaligo by Learn and Go (B2B, B2C) (EdTech) - France | Apr. 2025 - Present

- Unify branding elements including brand architecture (names, product lines, tone of voice, visual identity), and develop a product branding strategy aligned across all markets (UK, FR, DE, UAE).
- Develop the mascot and its storytelling to promote inclusion, equity, and social-emotional learning.
- Conduct social media analysis to optimize content performance and community engagement.
- Create an editorial calendar to align the content marketing strategy across all digital channels.
- Execute SEO marketing strategies using tools like SEMrush to increase traffic and visibility.
- Prepare a launch plan and Go to Market strategy for the new B2C product in UK and France.



Brand Manager - Dairy Products Sector

Solico Group (B2B, B2C) (FMCG)- Iran | May 2023 - Sept. 2024

- Develop impactful branding strategies, style guides, brand guidelines, and brand vision.
- Analyze competitors and gather customer insights through field visits.
- Review marketing plans, manage budgets, and oversee execution.
- Create and manage engaging promotional materials (ATL & BTL).
- Develop and launch compelling POSM programs, in-store activations, events, and sponsorship plans to enhance brand visibility and engagement.



Brand Manager - Marketing Team

Exlance (B2C) (Crypto / Tech) - UAE | Sept. 2022 - April 2023

- Draft a comprehensive brand book with clear guidelines on visual identity and brand messaging.
- Implement a consistent social media strategy to maintain a unified brand voice online.
- Lead a team of three designers, fostering collaboration and creativity to bring the brand vision to life.
- Work closely with the technical team to seamlessly integrate the brand essence into the user experience design, ensuring a smooth and engaging customer journey.



Brand Manager

Arch Bana Ab (B2B) (Industrial Electrical Equipment) - Iran | Sept. 2020 - Dec. 2022

- Establish and implement branding and visual identity for over 10 brands, ensuring consistency across all materials.
- Design visual identities, brand books, and brand guidelines for various projects.
- Create engaging social media content to increase brand and product awareness, using visual communication skills to reach target audiences.
- Design commercial posts and price lists.
- Provide advertising advice to guide businesses through the marketing landscape.



Digital Product Designer (UI/UX)

LoveLane (Services / Healthcare / Tech) - Germany | Aug. 2021 - Dec. 2022

- Design the UI/UX of a gamified mobile application, including the creation of wireframes, prototypes, and interaction designs for over 60 pages.
- Ensure the responsiveness of the application and website, optimizing the user experience across different devices.
- Create illustrations, mascots, logos, and visual branding elements.
- Collaborate with the founders to ensure the design meets their requirements.
- Conduct usability tests and integrate feedback into design iterations.
- Work closely with the development team to implement the final design.
- Conceptualize and create content for social media to increase brand awareness.



Senior Visual Designer - Digital Marketing Team

Multiple Companies - Full-time - Iran, Qatar & UAE | June 2016 - May 2020

- Collaborate with clients across diverse sectors (coffee, coaching, education, industry, Advertising Agency) to develop impactful branding and visual identities.
- Design logos, brand materials, packaging and labels for various products, reflecting core USPs.
- Create static and animated content for social media to boost awareness and engagement.
- Produce marketing assets including infographics, icons, presentations, brochures, posters, presentations, reports, catalogs, and brochures.
- Plan events and design promotional materials, Develop environmental graphics, lightboxes, and posters.

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Licenses and Educational Certifications



Storytelling in Branding and Content Marketing

IE Business School | coursera - Issued June 2024



Global Marketing: Building Iconic Brands

University of Illinois | coursera - Issued June 2023



Introduction to Personal Branding

University of Virginia | coursera - Issued October 2023



Fundamentals of Marketing Strategy

University of London | coursera - Issued September 2023



Create High-Fidelity Designs and Prototypes in Figma

Google Certificates | coursera - Issued June 2023



Introduction to Social Media Marketing

Meta | coursera - Issued June 2023



Attract and Engage Customers with Digital Marketing

Google Certificates | coursera - Issued May 2023



Conduct UX Research and Test Early Concepts

Google Certificates | coursera - Issued May 2023



Foundation of Digital Marketing & E-commerce

Google Certificates | coursera - Issued March 2023



Brand Management: Aligning Business, Brand and Behaviour

University of London | coursera - Issued January 2023



Build Wireframes and Low-Fidelity Prototypes

Google Certificates | coursera - Issued November 2022



Start the UX Design Process: Empathize, Define, and Ideate

Google Certificates | coursera - Issued September 2022



Foundations of User Experience (UX) Design

Google Certificates | coursera - Issued May 2022



Content Marketing Fundamentals

Semrush - Issued October 2020



Management, Reporting, and Collaboration

Semrush - Issued October 2020



Advanced Competitive Research

Semrush - Issued October 2020



Creative Web Design Process

Vije Art School - Issued September 2019