



CREATIVE MARKETING MANAGER



Portfolio: www.ParMir.Art



linkedin.com/in/parastoo-zoraghi/

CONTACT

 **Parastoo ZORAGHI**

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 Mobility: France

EDUCATION

Master (MBA) :
International Management
IGR IAE Rennes | University of Rennes 1
2024-2026

Bachelor's Degree:
Visual Communication
Shariaty TVU | University of Tehran
2014-2018

TOOLS

- Adobe Creative Suite (Ai, Ps, Id, Xd, Ae)
- Figma
- WordPress
- Typo3
- SEMrush
- Sprout Social
- Google Ads / LinkedIn Ads / Meta Ads
- Webmecanik
- Canva
- Capcut
- Jira
- HubSpot
- Pack office (Excel, PowerPoint, Word)

LANGUAGES

- **English:** C1+ (IELTS 7.5)
- **French:** B2+ (DELFI B2)
- **Persian:** Native

PROFESSIONAL PROFILE

Marketing and Brand professional with **+10 years of international experience** across B2B and B2C environments in FMCG, SaaS and Ingredients industries. Experienced in developing localized marketing strategies, content creation, digital campaigns, lead generation and international event management. Passionate about combining creativity with data-driven marketing to increase visibility and business growth.

PROFESSIONAL EXPERIENCES



Marketing Communication Project Manager

Symrise AG (B2B) (Agri-food) – France | Jan. 2026 – June 2026

- Managed the operational execution of participation in Vitafoods Europe, coordinating a 60 m² exhibition stand in collaboration with agencies, printers, and production partners.
- Managed a €200K event budget and coordinated all suppliers to ensure timely delivery and high-quality outputs.
- Supported B2B product launch campaigns by ensuring consistency across print, digital, and event marketing activations.
- Designed and produced POS materials, brochures, marketing assets, and interactive content for professional events.
- Monitored daily lead generation performance and analyzed marketing KPIs, achieving a +11% increase in qualified leads compared to the previous edition.
- Developed performance dashboards and provided optimization recommendations to improve campaign effectiveness.
- Coordinated with Marketing, R&D, Regulatory, PR teams, and external partners to ensure consistent communication across all touchpoints.



Digital Product Marketing Project Manager

Kaligo by Learn & Go (B2B, B2C) (SaaS) - France | April 2025 – Sep 2025

- Supported the Go-to-Market strategy for a new B2C digital product in the French market.
- Developed localized content for websites, blogs, newsletters and multi-channel social media campaigns.
- Managed editorial planning across LinkedIn, Instagram and Pinterest to strengthen digital visibility.
- Analyzed SEO and digital marketing performance using SEMrush and Google Analytics, identifying optimization opportunities.
- Designed and implemented a complete Brand Book to ensure brand consistency across all communication channels.
- Coordinated marketing initiatives with product, design and regional commercial teams across France, Germany, UK and UAE.
- Delivered internal digital marketing workshops on SEO and SEMrush best practices.

PARASTOO ZORAGHI



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SKILLS

- Marketing Strategy
- Brand Management
- Digital Marketing
- Product Marketing
- Go-to-Market
- Content Marketing
- Lead Generation
- Campaign Management
- Marketing Analytics
- KPI Reporting
- Social Media Management
- Editorial Planning
- Website Content
- Copywriting
- Event Marketing
- PR Coordination

CERTIFICATIONS



Storytelling in Branding and Content Marketing



Global Marketing: Building Iconic Brands



Personal Branding



Marketing Strategy



Brand Management: Aligning Business, Brand and Behaviour



Social Media Marketing



Digital Marketing & E-commerce



Content Marketing Management

PROFESSIONAL EXPERIENCES



Brand & Marketing Manager

Solico Group (B2C | Food & Beverage, FMCG) - May 2023 – Sept. 2024

- Led integrated marketing campaigns with budgets up to €500K, driving product visibility across digital, retail and traditional channels.
- Managed 6 product launches and coordinated cross-functional teams across marketing, sales and R&D.
- Delivered a product repositioning campaign generating ROI within 3 months, increasing sales by +6T/day and achieving 38% GP margin on strategic SKUs.
- Coordinated nationwide retail activations across 500+ stores and large-scale promotional campaigns.
- Managed marketing budgets of approximately €200K, optimizing investment based on campaign performance.
- Conducted market analysis, consumer research and KPI reporting to improve marketing effectiveness.
- Developed marketing content including brochures, promotional materials, product communication and digital assets.
- Collaborated with agencies, creative partners and external suppliers to deliver integrated campaigns.



Marketing & Brand Communication Specialist

LoveLane (SaaS / Tech) – Germany | August 2021 – April 2023

- Developed brand positioning and communication strategy based on customer insights.
- Created multilingual digital content for blogs, newsletters, social media and email marketing campaigns.
- Managed social media content strategy to maintain consistent brand messaging.
- Collaborated with product and development teams to improve customer experience and digital communication.
- Produced creative assets supporting product launches and marketing initiatives.
- Designed a complete Brand Book and visual identity for the platform.
- Participated in website optimization and digital content production.



Marketing & Visual Communication Specialist

Mobcoder (Marketing Agency) – UAE | June 2016 – July 2021

- Created marketing content and visual communication materials for clients across SaaS, luxury, education, healthcare and consumer goods.
- Designed digital campaigns, social media assets, brochures, presentations and promotional materials.
- Collaborated with international marketing teams to deliver localized communication projects.