

Noora Zahedi

(437) 937-2226 | [Email](#) | [LinkedIn](#) | [Portfolio](#)

Skills

- Social Media Marketing through organic and paid content on Instagram, TikTok, YouTube, Facebook, X (Formerly Twitter), and LinkedIn
 - Content creation through trendy short-form video (i.e. TikToks, Reels), static carousel posts, engaging short-term content (i.e. stories), and thoroughly researched blogs and e-newsletters
 - Digital Marketing Optimization through email marketing, website SEO, Blogging, and Social Media Copywriting
 - Email Marketing and Multi-Channel Marketing Strategies to Ensure engaging digital presence
 - 10+ Years of graphic design experience for web and social media, including carousel posts, web elements, and branding basics
 - Technical Skills: Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, InDesign), Canva, CapCut Pro, Microsoft Office Suite, Google Suite, Video Editing softwares (VEGAS Pro, Premiere Pro), Podcast Audio Editing (Audible), Web Design Interfaces (Wordpress.org, Wix, Squarespace), Email Marketing Platforms (MailChimp, Klaviyo), Impose/RIP Software (ONYX, ColorGATE, EFI Fiery)
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Experience

Digital Marketing & Design

2023-Present

Persis Print Inc.

Richmond Hill, ON

- Managing company social media with frequent content in short-form video and static post format to boost engagement and increase local brand awareness (Instagram, Facebook, LinkedIn, TikTok)
- Migrate company website from Wix to Wordpress with full SEO copy and industry specific blogging
- Designing print materials using industry-standard design tools such as Adobe Photoshop, Illustrator, and InDesign
- Consistently meet tight deadlines and delivering marketing projects with quick turnaround time to increase client satisfaction

Marketing Strategist

2022-2023

The Briars Resort and Spa

Georgina, ON

- Develop and implement multi-channel marketing strategies using email newsletter, partnership marketing, and social media to increase hotel bookings and event attendance
- Create SEM campaigns through Meta Ads, Google Ads, and Pinterest to leverage the historical nature of the venue for weddings and events
- Design visually engaging marketing materials including social media static graphics, short-form videos for Instagram, TikTok, and YouTube, and print materials for local marketing

Marketing and Outreach Assistant

2021-2022

Doris McCarthy Gallery

Toronto, ON

- Contributed to the development and execution of marketing campaigns to increase gallery exhibition attendance
 - Assisted gallery head curator in designing gallery tours to guide visitors explore artworks and installations
 - Maintain relationship with artists, community organizers, and student bodies to promote exhibitions among partner groups
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Education

University of Toronto

2018-2022

Bachelor of Arts (High Distinction)

Toronto, ON