

# Noora Zahedi

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

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## Skills

- Highly skilled graphic designer with experience in B2B graphic design, social media content creation and management, digital marketing, website maintenance, and copywriting
  - 9+ years of graphic design experience in both digital and print industries
  - 6+ years of experience in social media management, SEO and copywriting, content creation
  - 5+ years of social media experience, including Instagram, Twitter, LinkedIn, TikTok, Facebook
  - 3+ years of writing experience: copywriting, blog writing, and article writing
  - Creative individual skilled and experienced with illustration and creative art mediums
  - Technical Skills: Adobe Creative Cloud (Photoshop, Illustrator, Fresco, Lightroom, Premiere Pro), Canva, Microsoft Office Suite, G-Suite, Video Editing softwares (VEGAS Pro, Premiere Pro), Website Design Interfaces (Wix, Squarespace), CRM (HubSpot, Microsoft Dynamics 365)
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## Experiences

### Graphic Designer & Production Artist

*Persis Print Inc.*

July 2023 – Present

*Richmond Hill, ON*

- Creating and designing print-ready materials for customers using printing industry-standard design tools, such as Adobe Photoshop, Illustrator, and InDesign
- Create and Maintain the company website to ensure user-friendliness and search engine optimization
- Design and management of social media content in image and short-form video formats for Instagram, Facebook, LinkedIn, and TikTok
- Consistently meet tight deadlines and delivering high-quality products with quick turnaround time that helped establish a positive reputation and relationship with the clients

### Marketing Strategist

*The Briars Resort and Spa*

Mar. 2023– July 2023

*Georgina, ON*

- Develop and implement comprehensive marketing strategies to achieve business objectives, including identifying target audiences, defining value propositions, and creating messaging and positioning
- Conduct market research to stay up-to-date on industry trends, competitor activities, and customer insights, and use data to inform decision-making and optimization efforts.
- Create visually compelling and engaging marketing materials, including graphics, videos, and other multimedia assets, using industry-standard design software and video editing tools to support various campaigns and initiatives

### Marketing and Outreach Assistant

*Doris McCarthy Gallery*

Sep. 2021– May 2022

*Scarborough, ON*

- Contributed to the development and execution of marketing campaigns to increase awareness of the gallery's exhibitions and events, resulting in increased attendance
  - Utilized digital marketing techniques (email marketing, social media) to engage with audiences and drive traffic to the gallery
  - Maintained relationships with artists, and community organizations to promote the gallery's exhibitions and events
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## Education

### University of Toronto

*B.A. (High Distinction) in Political Science, Double Minor in History and Sociology*

Toronto, ON

*Sep. 2018 – April 2022*