

# Abolfazl Ghorbani

Content Creator  
Graphic Designer

## Contact

Address:

Iran, Tehran, Tehran

Email:

Sepehr.ghorbani1994@gmail.com

## Skills

Social Media management



Adobe Photoshop



Adobe Premiere



Adobe After Effect



Corel Draw



Branding Skills



Video Editing



Image Manipulation



Digital Photography



Digital CameraFilming



Graphic Design



Advertising Undrestanding



## Basic Information

Birth Day: 19 May 1994

Marital Status: Married

Education Rate: Bachelor

Field of Study: Interior Design-Graphic Design

## About Me in work

Talented Advertising Manager successful at leading creative teams to develop effective advertising campaigns. Forward-thinking, driven and skilled director.

Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 10 years of industry success.

Detail-oriented, organized and meticulous employee. Works at fast pace to meet tight deadlines. Enthusiastic team player ready to contribute to company success.

Skilled Graphic Artist specializing in All of the media. Highly artistic, always on-task and fluent in Graphic Softwares. Consistently creates skilled, creative and brand-specific designs.

Proficient Graphic Designer knowledgeable about logos, marketing materials and website design. Demonstrated success at providing complete business services to corporate clients.

## Work Experience

### Advertising Specialist

Fidar Tejarat Rasis company - Tehran-Iran

2016-Current

- Developed advertising tactics and implemented new solutions for increased brand awareness.
- Directed creative process for traditional and online ads.
  - Planned and prepared advertising and promotional material to increase sales of products or services and work with customers, company officials and advertising agencies.
- Built and deployed strategic approaches in marketing and branding to enhance product sales.
- Inspected layouts and advertising copy and edited scripts, audio and videotapes and other promotional material to adhere to specifications.
- Worked closely with clients to design effective promotions to meet customer needs and exceed sales goals.
- Collaborated with media representatives to optimize coverage of special events.
- Envisioned, designed and launched revamped website to better convey company brand.
- Conferred with department heads or staff to discuss contracts, advertising media selection or products to be advertised.
- Attended customer meetings, trade shows and conferences as company representative.

# Abolfazl Ghorbani

Content Creator  
Graphic Designer

## Entertainment

Playing with an instrument

Musics and Walking

Photography

Soccer

## Language

### American English

Writing



Reading



Speaking



Listening



- Upheld client satisfaction by designing accurate and detailed timelines for content create services and alerting clients of changes.
- Retained 13% of clients through changing atmospheres by quickly and professionally resolving customer issues.
- Worked with clients to gather and define requirements, establish scopes and manage project milestones.
- Developed creative design for print materials, banners and signs.
- Designed website layouts, templates and unique branded looks.
- Created digital image files for use in digital and traditional printing methods.
- Created designs and collaborated with technical team to complete projects.
- Applied knowledge of production to create high-quality images.
- Put together videos for social media, advertising and informational purposes.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.
- Created broad range of work using various design techniques.
- Applied creative expertise to present marketing concepts.
- Developed display, marketing and packaging materials to support product branding strategies
- Met with customers to present mockups and collect information for adjustments.
- Researched trends and projected industry changes to capitalize on emerging opportunities.
- Worked with design systems to develop and present prototypes for focus group evaluation.

### Graphic Designer

Borna Fanavaran Rayka

2011-2016

- Took on roles as graphics assistant and graphics specialist to provide range across projects.
- Developed and implemented licensed products for retail sale.
- Pursued business development opportunities and fostered positive relationships with target customers through engaging presentations.
- Applied current editing and photography tools to tell great stories.
- Developed original content using social listening and independent sources.
- Implemented strategies and tactics to grow followers on social media channels.
- Strengthened content through proofreading and editing.
- Conducted online research to obtain relevant information and materials.
- Generated stories to reflect current trends and news to pull audience into website.
- Created dynamic graphics and pieces to increase website and social media traffic.
- Used WordPress to upload content, images and pages.
- Utilized digital publishing platforms to prepare well-structured drafts.
- Produced original, creative content for promotional advertisements and marketing materials.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Choose cover photography or artwork, selected fonts and arranged designs to attract target readership.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.

# Abolfazl Ghorbani

- Took photos from different angles and perspectives to capture perfect images.
- Edited, toned, captioned and uploaded photographs for publication.
- Planned and prepared for on-location and studio shoots.
- Completed complex photo shoots at indoor and outdoor venues.
- Selected and set up appropriate props, backdrops and lighting.
- Archived photographs on computers and servers.
- Displayed portfolio to show off best work to potential clients and promote skills and value.
- Used image processing algorithms to reduce motion blur and enhance color, contrast and light range.
- Scheduled studio appointments to shoot wide variety of subjects.
- Applied knowledge of production to create high-quality images.
- Designed website layouts, templates and unique branded looks.
- Developed print materials such as brochures, banners and signs.
- Used Photoshop to create images and layouts.
- Created digital image files for use in digital and traditional printing methods.
- Completed final touches for projects before rollout.
- Put together videos for social media, advertising and informational purposes.
- Developed creative design for print materials, banners and signs.
- Worked with clients to gather and define requirements, establish scopes and manage project milestones.

## Education Period

**High School Diploma** - Sep 2012 - Jun 2013

Sardar Sazandedgi | Tehran | Graphic Design

**Associate of Arts** - Sep 2013 - Aug 2015

Enghelab Iran | Tehran | Graphic Design

**Bachelor of Arts** - Sep 2015 - Aug 2017

Elmi Karbordi 10Unit | Tehran | Interior Architecture