



Mah Razzaghi

Digital Marketing Coordinator | Content & Brand Design

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PROFILE

Creative and detail-oriented Marketing Coordinator with 5+ years of experience producing and managing content across digital channels, including social media, paid advertising, email campaigns, and visual brand systems. Proven ability to coordinate multi-channel campaigns, manage content calendars, and collaborate cross-functionally with design, sales, and marketing teams. Skilled in Canva, Adobe Creative Suite, and Microsoft Office 365, with a strong eye for brand consistency and a proactive, deadline-driven approach to execution.

CORE COMPETENCIES

- Multi-Channel Campaign Execution
- Event Planning & Field Marketing
- Social Media Strategy & Scheduling
- video / Motion design
- Marketing Automation
- Content Creation & CMS (WordPress)
- Analytics & Campaign Reporting
- Social Media Strategy & Scheduling
- UI/UX Critique & Aesthetic Evaluation
- Visual Hierarchy & Interaction Design Assessment
- Brand Consistency & Visual Standards
- 3D Interactive Web Design (Three.js, spline)

PROFESSIONAL EXPERIENCE

Weu Studio

Marketing Content Lead /Creative Director (2020 – 2026)

- Managed organic and paid social content across LinkedIn, Meta, YouTube, and TikTok for 10+ international clients, maintaining a consistent 3-posts-per-week cadence per platform, while adapting tone and visual language to each brand's unique identity.
- Coordinated campaign asset production timelines across multiple concurrent client projects, working cross-functionally with internal teams to ensure creative was always ready ahead of go-live dates, with no missed deadlines
- Built and owned content calendars for each client account, balancing scheduled content planned weeks in advance with reactive posts around trending moments and industry news
- Built and managed multi-touch email nurture campaigns in Salesforce and Pardot, supporting lead scoring and working alongside sales teams to improve lead follow-up and conversion alignment
- Tracked and analyzed campaign performance across social and paid channels for all active accounts, compiling structured monthly reports presented to stakeholders with clear findings and actionable improvement recommendations
- Produced visual content and marketing collateral using Canva and Adobe Creative Suite for diverse client campaigns, ensuring brand consistency across every client touchpoint
- Collaborated with client-facing teams to translate business goals into effective visual and content strategies
- Produced motion graphics and short-form video content for social and webinar promotions using After Effects and Premiere Pro.

Arsha team

Marketing Coordinator / Visual Communicator /Media designer (2018 – 2020)

- Supported brand communication initiatives through visual content development, audience-focused messaging, and digital design execution across multiple touchpoints.
- Supported end-to-end event and webinar planning, including logistics coordination, vendor communication, content development, scheduling, and post-event performance analysis across both virtual and in-person formats
- Developed QR-triggered AR campaign experiences for clients using ZappAR, Spline, Three.js, Maya, and After Effects, where users scan a code, and a 3D motion animation activates instantly on their phone
- Collaborated with client-facing and sales teams to align campaign messaging with business objectives, improving lead engagement

EDUCATION

Seneca College

Interactive Media Design Diploma (2022 – 2024)

combined creative and business-focused training in branding, UX, content creation, web development, integrated marketing campaigns, channel planning, and interactive project management.

Art Pars University

Master's of Architectural Technology (Bionic Design) (2018 – 2021)

Azad University

Bachelor's in Architecture (2014 – 2018)

Additional certifications:

Ui/UX Design | Salesforce Certified | Marketing Associate | Google Analytics | Google Ads | 3d animation

TOOLS

- CRM & Marketing Automation: Salesforce, Pardot, Account Engagement, Google Analytics, Google Ads
- CMS & Content Tools: WordPress, Canva, Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Presentation & Productivity: Microsoft Office 365 (PowerPoint, Word, Excel, Forms), Asana, Trello
- Social Media & Scheduling: LinkedIn, Twitter/X, Instagram, TikTok, YouTube, Hootsuite, Sprout Social
- Technical: HTML/CSS, JavaScript, Three.js, Spline

Projects

- Developed a multi-channel marketing campaign for Fjällräven using influencer collaborations, social media engagement, targeted advertising, and experiential mall activations to strengthen brand awareness and drive audience participation.
- Led the creative development of a La Femme Roje brand campaign promoting sustainability awareness and cultural expression, combining luxury-inspired visual direction with the Vancouver Art Gallery setting to reinforce brand identity.