

HOLLEH RAHMATI

WHERE DESIGN MEETS STRATEGY

I'm a seasoned creative director, a passionate digital marketing enthusiast, and a dedicated visual storyteller.

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EDUCATION

HONOURS MULTIMEDIA AND COMMUNICATION STUDIES

September 2009 - May 2013
McMaster University

CERTIFICATE IN DIGITAL MARKETING STRATEGY

April 2021
Canadian Marketing Association

EMPLOYMENT HIGHLIGHTS

- CANADIAN INTERNET REGISTRATION AUTHORITY (CIRA)**
Creative Manager | April 2018 - Present
- CANADIAN ELECTRICITY ASSOCIATION**
Creative Manager | October 2017 - April 2018

VIEW FULL HISTORY ▼

TECHNICAL SKILLS

ADOBE CREATIVE SUITE

InDesign, Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom

FIGMA

MICROSOFT OFFICE

Word, Powerpoint

SOFT SKILLS

LEADERSHIP | Inspired and motivated creative teams by providing clear direction and guidance, resulting in heightened team performance.

INSPIRATION | Cultivated a positive and collaborative work environment, fostering a culture of teamwork and creativity.

COLLABORATION | Work effectively with diverse personalities and cross-functional departments, fostering a synergistic environment for optimal project outcomes.

ADAPABILITY | Stayed ahead of industry trends and swiftly adapted to changing market demands, contributing to continuous project success.

PROBLEM-SOLVING | Identify challenges and devise innovative solutions, demonstrating a proactive approach to overcoming obstacles.

TIME MANAGEMENT | Efficiently manage deadlines and optimize workflow, ensuring timely project delivery and operational efficiency.

DESIGN SKILLS

GRAPHIC DESIGN

LAYOUT DESIGN

VIDEO PRODUCTION

VIDEO EDITING

ANIMATION

PHOTOGRAPHY

HTML/CSS

WORDPRESS

DRUPAL

CIRA | Creative Manager

April 2018 - Present

- Acted as the brand guardian, meticulously applying it to all corporate products and ensuring its relevance in accordance with today's design standards.
- Led the CIRA rebranding, overseeing internal stakeholders, agencies, and creative assets throughout the process.
- Mentored and collaborated with junior designers, fostering significant growth during their tenure at CIRA. Additionally, managed the team's workflow and daily workload.
- Managed a team of 7 design contractors and freelancers, providing guidance from project brief to the final product.
- Collaborated with internal stakeholders on creative marketing strategies for quarterly campaigns, upcoming publications, and new products releases.
- Worked closely with UX designers on apps and landing pages, ensuring alignment with key performance indicators (KPIs).
- Art Directed video shoots and photoshoots for promotional campaigns.
- Spearheaded the 2023 Indigenous People's Day campaign's creative and digital marketing plan, resulting in media pickups from CBC Radio and Financial Times.

ACHEIVEMENTS

Led the creative development of a Google Display Ad campaign for our Internet Performance Testing page, resulting in a 250% surge in webpage traffic.

CANADIAN ELECTRICITY ASSOCIATION | Creative Manager

October 2016 - April 2018

- Created a comprehensive internal and external brand guidelines, overseeing the creation of digital and print marketing materials.
- Led the redesign of electricity.ca, managing both personnel and creative aspects of the project.
- Used Wordpress to maintain blog and content of bilingual corporate website.
- Collaborated with member companies to devise visual assets and strategies for National Electricity Month.
- Devised and implemented a strategic social media plan that resulted in a 200% growth in Facebook and Twitter followers over the course of a fiscal year.

● **YES TV** | Creative Lead

November 2015 - October 2016

- Produced television promos utilizing Adobe Premiere Pro and After Effects for a diverse range of primetime TV shows, including renowned titles such as Judge Judy, American Idol, Wheel of Fortune, and Jeopardy.
- Formulated print and digital advertising campaigns to promote show premieres.
- Crafted an array of print materials, including advertisements, direct mail pieces, signage, and billboards.
- Orchestrated the layout and branding development for Huntley Magazine.
- Ensured adherence to brand standards across multiple sister companies by working within various brand guidelines.
- Designed and coded e-blasts using Adobe Photoshop and Dreamweaver.
- Assumed the role of company photographer for external events.

● **VANDYK GROUP OF COMPANIES** | Multi-Media Designer

January 2014 - November 2015

- Navigated and adeptly applied numerous brand guidelines tailored to the distinct identity of each individual project.
- Developed advertisements, banners, brochures, and diverse publications.
- Designed and coded e-blasts utilizing Adobe Photoshop and Dreamweaver, with subsequent deployment and mailing list management accomplished through MailChimp.
- Assumed the dual role of photographer and videographer for company events and project updates.
- Created construction updates and event videos using Adobe Premiere Pro and Adobe After Effects.

● **ECUMENICAL ADVOCACY ALLIANCE** | Graphic Design Assistant July 2013 - January 2014

- Spearheaded the design of multilingual publications in French, Spanish, and English.
- Crafted banners, brochures, booklets, bulletins, and a variety of other publications.
- Collaborated closely with coordinators to develop publications for campaigns focused on HIV/AIDS Awareness and Food Shortage.
- Established and managed the WordPress website for the Framework for Dialogue campaign.
- Assumed the role of photographer and videographer for diverse international conferences and assemblies.

● **MCMASTER UNIVERSITY** | Graphic Design and Marketing Assistant May 2012 - May 2013

- Produced posters, brochures, flyers, newsletters, and registration guides for daily use.
- Utilized Joomla to update website content and improve overall site organization.
- Ensured proper tagging and accessibility for all published materials.
- Oversaw consistent branding across all published materials.
- Pioneered a lasting “Accessibility Awareness” poster series within McMaster’s Engineering building.
- Crafted the design for the Student Accessibility Centre Student Handbook and Registration Guide.