Shima Vahabi

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Portfolio: https://shimavahabi.com · UX work: https://shimavahabi.dev · LinkedIn: https://www.linkedin.com/in/shima-vahabi

DIGITAL MARKETING & SOCIAL MEDIA

Digital marketer who plans campaigns, designs the content and looks after the community around it. At Sorena Packaging I planned a Yalda charity campaign that reached about 26,000 views in a week, ran social media for the company's first exhibition as a Pharmex 2022 sponsor, and designed Instagram content for cosmetic, perfume, pharma and food packaging lines. At Lastsecond I managed daily publishing and replies for a 600K+ follower travel page. I design in Photoshop, Illustrator and Figma, edit short video on mobile, and bring a user-centred Master of Design from UNSW.

PROFESSIONAL EXPERIENCE

Sorena Packaging Group (Sorena Entekhab Bartar), Tehran | Digital Marketing Specialist **May 2021 – Sep 2022**
Full-time May–Dec 2021, then freelance to Sep 2022

- Planned the Yalda charity campaign (teaser, launch, prize-wheel giveaway, live draw, thank-you): about 26,000 views in one week; the launch video reached 19,307 views, about 35× a typical Sorena video
- Ran digital marketing for Sorena's first exhibition as a sponsor of Pharmex 2022: researched booth design and presentation, planned a pre-event campaign in paid partnership with the organiser and created content on the day; Sorena won first place for Best Environmentally Friendly Packaging
- With the marketing team, interviewed six client brands at Iran Cosmetica and produced a testimonial video published as an Instagram Collab
- Designed educational carousel and Story series, trend content, product photo compositing and mobile motion graphics; researched audiences, advertising and hashtags; increased Instagram engagement by 5%

Lastsecond travel platform, Tehran | Social Media Specialist **Dec 2021 – Jun 2022**

- Managed daily publishing of posts and Stories for a travel page that grew from about 600K to 700K followers
- Replied to comments and direct messages every day, answering travel questions and building relationships with followers; worked with the graphic designer on the content schedule

Nick Scali Furniture, Sydney | Sales Consultant **Mar 2026 – Present**

- Guide customers through high-value purchases from first visit to delivery; closed sales of about $22,000 with a single customer and consistently meet or exceed targets

Ladder (formerly NextCoin), UNSW Founders | UX Design Intern **Sep 2025 – Nov 2025**

- Delivered a pitch deck, the Stage 1 landing page and platform UI on deadline; audited a two-sided talent marketplace and 12 competitors

Naghsh Va Ideh Barad Consulting Engineers, Tehran | Urban Design Specialist **Jul 2021 – Oct 2023**

- Delivered 4 urban and regional plans, coordinating community groups and government authorities

Kish Institute of Science and Technology, Tehran | English Teacher (Part-time) **Aug 2015 – Jun 2021**

- Ran over 20 classes a year for children, teenagers and adults

SELECTED PROJECTS

- **shimavahabi.com** (live) – designed and built my marketing portfolio with Claude and published it on Cloudflare Pages
- **Kejateh doodle Story series** – 19 hand-illustrated Instagram Stories for an oils line, one consistent visual system in English and Persian
- **Cake design & product styling** – custom cakes designed, styled and photographed for Instagram

EDUCATION & LEADERSHIP

Master of Design
UNSW Sydney · Dean's List · 2024 – 2025

Master of Urban Design · B. Urban Planning
Islamic Azad University, Tehran · 2013 – 2021

NSW Council Member, Design Institute of Australia
2026 – 2027 term · Event organiser, IxDF Sydney (co-ran 2 meet-ups)

SKILLS & TOOLS

Campaign planning	Adobe Photoshop
Social media strategy	Adobe Illustrator
Content calendars	Figma
Community management	Videoleap (mobile video)
Event marketing	WordPress, Shopify (basics)
Copywriting (EN & FA)	SEO basics
Audience & hashtag research	Cloudflare Pages, Claude

Languages: English (professional), Persian (native)