

Faraz Jafari

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“ The Design guy who does Business, Marketing & Tech, is results orientated and possesses a deep understanding of human psychology when it comes to Commerce ”

➤ *Copy that speaks to people. Sale pages, websites, business or service materials. I know what people want to hear and need to hear.*

➤ *Create, manage & expand websites using both front-end CMS and backend software. Coming from a time where we still hand coded websites using HTML & CSS. I have a great depth of understanding when it comes to running and managing them.*

➤ *Professional level graphics for advertising, informational and marketing material. Both digital and in traditional formats.*

➤ *Almost 10 years of experience in digital marketing (SEO & SEM). I was one of the first people taking advantage of this technology. Long before it had become standard and a norm.*

➤ *Capture, edit and mix video and audio to create effective and powerful ads, video content and informational and inspirational pieces. I am not an editor, but use the fundamentals of video editing to make solid and powerful video content.*

➤ *And combine these skills mentioned above to create web content, social media & video content. Clear, concise communication that is effective, honest and essential for any enterprise.*

KEY ATTRIBUTES

- A high performer who is very quick at completing tasks, due to a number of years in advertising.
- Very reliable, I take my commitments and tasks very seriously and be counted on to perform.
- Self learner, besides my education in business & commerce, and my multimedia studies. Everything is self-taught. So I'm able to pick up just about any standard software, tool & resource and begin to build.
- Very versatile, adaptable and curious which makes learning and innovation come easily to me.
- Organised and systematic, and will build efficiency and consistency along the way.

TECHNICAL SKILLS & ABILITIES

- Email Marketing
- Video & Audio Content
- Traditional Print & Digital Advertisement
- Google Analytics, Webmaster Tools & onsite SEO
- HTML, CSS, Wordpress and backend software management
- Proficient in Photoshop, Illustrator, InDesign, Premiere Pro & Adobe Audition
- Building and managing multiple websites, from a content site to branded commercial sites

EDUCATION

Production Art Department, (Previous) — *Diploma of Illustration & Design*

2016 - 2017

Learned the discipline of visual communication and storytelling, while understanding the creative process required to produce. Highly applicable to content creation and the marketing/advertising industry.

Monash University, (Previous) — *Bachelor of Business and Commerce*

2010 - 2013

Gained an intimate understanding of human psychology & behaviour; and at a fundamental level what it takes to run a healthy, thriving business or organisation in the long run.

EXPERIENCE

Amazing Painting Services — Marketing & Business Manager

2010 - PRESENT

Painting & Home Improvement based business where I learnt much of my early digital marketing skills & business fundamentals. Have consistently been able to drive high converting traffic to the website & build a solid presence and reputation in Melbourne; through SEO, SEM, Adwords and traditional marketing strategies.

Key responsibilities and accomplishments:

- Communicated with customers, clients and partners to establish connections, make sales and complete multi stage repair and painting projects
- Initially the first point of contact for all new customers and was fully responsible for communications via email and phone. Over time this was then delegated to the business manager for improved scheduling
- Building, maintaining and growing out the website, social media and business listings
- Creating quotations and establishing pricing while managing the customer database and contacts
- Developing and implementing marketing strategies for the business. At the time when print advertising was very costly. My most successful instinct was to double down on digital: SEO, SEM and business listing in its infancy. And we have seen great results consistently throughout our investment
- Organically grew the small business from scratch in a highly saturated market and overcame multiple down periods where many competing businesses went under, including 2020
- The business is currently sitting at about \$240,000 revenue per year and is kept very lean

Fuji Film — Outsourcing Contractor

2016 - November 2020

Working with a diverse team to produce weekly advertising assets for clients: Harvey Norman and Big W.

Strict deadline based role where graphic & media assets were given to me to produce flash animations and photoshop outputs for their online and instore advertising. The work consisted of an ongoing weekly element in addition to ad hoc advertising & design work, such as their Instax AU campaign and seasonal offerings & products.

Key responsibilities and accomplishments:

- My main task was to take over the responsibility of their online and instore advertising work in regards to their main clients Harvey Norman and Big W, in addition to Officework and later on Woolworths.
- The work consisted of weekly briefs that we then turned into two distinct outputs. And this work continued on for over 4 years and gradually grew to expand into the brands Officework and Woolworths
- Working with big brands, each having their own styling guides, guidelines and needs
- Consistently being in touch and communicating with the senior online marketing & product manager and the assistant brand manager making sure everything was running smoothly and ahead of time
- Problem solving many technical issues over the years under our strict deadlines, as the working files we had to work with were very old, outdated and and poorly maintained
- As I became more confident with the technology and the work I began to drastically improve on the existing work processes and even rebuilt the working files to reduce the issues that we often faced
- Overtime I began to receive more responsibilities and tasks outside of the original contract as they became more confident and dependent on my skills and dependability. These works included branding changes, seasonal offers and products, eDM assets and even their Instax campaign and AU ads.

Southern Cross Care NSW & ACT — Design Contractor

April 2018 - November 2018

This was originally a 2 month contract where I was to build them two new websites. One was a new [retirement living development website](#) and the other was their [annual report website](#). Once the contracted tasks was completed and they saw the speed and range of my design and technical skills they kept me around until the end of the working year. Helping them out with a range of marketing and advertising related tasks. Some of which being part of their general advertising, internal communications and the branding and sales assets for their upcoming development project, Thornton Park.

Key responsibilities and accomplishments:

- Completing the two contracted websites before schedule & beyond their initial expectations
- Assisting the small team with additional advertisement tasks ranging from internal and external graphics and print material, to their Thornton Park advertising assets and even floor plans
- Helping them photo edit, select the best images and copy for their print campaigns and internal communications. In addition to helping them research new marketing and advertising opportunities
- Establishing relationships and connections with the diverse staff, that were complete strangers initially
- Learning about a non for profit business and the importance of the aged care industry

www.farazjafari.com — Creative Producer & Growth Hacking

2015 - PRESENT

Key responsibilities and accomplishments:

My [personal website](#) where I build and display my creative skills & assets. Began working on it late 2015 and have increased traffic to the website by 2,000+%, while continuing to grow.

[results below are yearly comparisons 2018 vs 2019]

My main focus is to make content & resources on topics of interest, while making some side income via affiliate marketing, commission services and display ads. This includes the writing and research process, creating assets and media, content formatting and planning and keyword research and SEO strategy. In addition to, link building, both onsite and offsite. And optimising and managing advertisement services and providers.



REFERENCES

Linda Brown

Head of Marketing and Communications @ Southern Cross Care NSW & ACT

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Belinda Sims

Senior Product Manager @ FUJIFILM Australia

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