

POURYA SHAFIEI

CREATIVE STRATEGIST



+1 (778) 251 8197 @pouria1989@icloud.com Vancouver, BC

WORK EXPERIENCE

PREMIDNIGHT - FOUNDER

JAN 2018 - JUNE 2021

- Founded a fully integrated social platform.
- Conducted a business plan and strategy, developed business model, and participated in all facets of the business development.
- Worked with an independent designer from concept to visualization to ensure the company's vision and goals were fully met through the visual identity.
- Guided developers through the UI, backend features and database to create a unique user experience.
- Communicated with artists, ventures and organizers to personalize each video content to ensure that it was in compliance with their unique audience and to re-build Dubai's music and nightlife perceived identity.
- Achievements:
Over 100,000 views through original and branded content.
Achieved bounce rate of under 34% over a period of 6 months.
Loyalty through repeat and active users.

KAYNOUNA MUSIC FESTIVAL - STRATEGIST

APR 2017 - PRESENT

- Part of the running team responsible for preparing concise strategies, long-term plans and solutions as well as protocols to be followed in keeping with the brand vision and mission.
- Developed social media platforms to optimise brand promotion and encourage consumer engagement.
- Project lead in handling all assets and elements required for successful events with press, influencers, and marketing campaigns.

PAPYRUS STATIONARY - SALES AND MARKETING MANAGER

AUG 2014 - JUNE 2021

- Managing a team of 10+ people in sales, branding/marketing, and warehousing/distribution.
- Organized Paperworld Exhibition in 2014, 2015, 2017, 2018 and 2019.
- Connecting with an international network of clients.
- Achieved annual sales targets of over AED 7 million throughout 2014-2019.

ARTOLOGY CREATIVE - PROJECT MANAGER

JAN - DEC 2014

- Worked along side artists - bringing still art to life. Managing a team of animators and visual artists.
- Represented the company to top artists and galleries, as well as at art fairs in UAE.
- Apart from the art scene - Artology also handled video and animation content for major clients such as ITP Media, Dubai Government, Emirates, and more. I was the project lead in handling visual content for client events; animation and video production for major publishers such as Ahlan!, Grazia, Arabian Business, Masala!, Bloomberg, etc.

LEO BURNETT MENA - INTERN

MAR - JUN 2013

- As a strategic planner; Conducted research analysis, developed new strategies, attended brainstorming sessions, developed social media tactics, and helped develop pitches.
- Client servicing; Coordinated client request vs. brand guidelines. Helped in development of new tactics.

EDUCATION

BBA, DOUBLE MAJOR IN MARKETING AND MARKETING COMMUNICATIONS, IAA CERTIFICATE (INTERNATIONAL ADVERTISING ASSOCIATION)

AMERICAN UNIVERSITY IN DUBAI

SEP 2008 - MAY 2012

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HONORS & AWARDS

2018 WEBSITE OF THE DAY, AWWARDS.COM

Awarded website of the day for both design and UI.
Nominated by anonymous users and won as per highest votes.

2012 NISSAN JUKE, MINDSHARE

Developed a campaign revolving around social media icons of the region. The campaign was covered by Top Gear Magazine and the scripted short YouTube video received more than 600,000 views.

2012 VOLKSWAGEN POLO SEDAN, MEMAC OGILVY

Developed a 360-Degree Campaign for the launch of the VW Polo Sedan for the UAE & Saudi Arabia. The strategy had to fit the strict limitations of Saudi Arabia, and yet be appealing enough to the UAE audience.

*Reference available upon request.

2011 REBRANDING OF THE SCHOOL OF BUSINESS ADMINISTRATION, AUD, DUBAI, UAE

Branded the school by choosing relevant donors to represent the institution. Linked the school to H.H. Princess Haya by using different branding tactics.

SKILLS

SOFTWARE

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE DREAMWEAVER
FINAL CUT PRO
PREMIERE PRO
AFTER EFFECTS
KEYNOTE

LANGUAGES

ENGLISH
FARSI
ARABIC