

# Mary Rahimi

*Producer Seeking To Join A Highly Creative & Innovative Team Of Professionals*

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## PROFILE

Over 10 years of experience in various fields, ranging from entertainment, fashion, health care to IT. Among my proudest accomplishments, I independently produced and pitched a docu serie, multi platform story concept, which received over 2.7 million views during its development period with major media coverage and a co-production deal with Entertainment One.

I am an ambitious, self-motivated individual with proven ability to lead, mentor and motivate a team. I seek new challenges to create breakthrough projects that set new trends in the world of business and entertainment.

## EXPERIENCES

**Sunrise Multimedia, Canada — Producer, business development & marketing** . June 2007 - Present

### *On Producing:*

- Generate, develop and produce multi platform concepts for television, web, advertising and social media.
- Recruit and lead multidisciplinary team, manage freelancers and 3rd party developers.
- Plan and lead all aspects of production process including talent recruitment, casting, location scouting, logistics and budget management.
- Supervise pre production, production & post production of ongoing projects.
- Ensure interdepartmental communication, maintaining updates and reporting to team and management.
- Highly creative & well experienced in concept development.

## SKILLS

Solid understanding of adobe premier, photoshop, google analytics, final cut pro, microsoft office & hootsuit

Strong client relationship management skills

Multi platform marketing, social media strategist & branding

Strong knowledge in web design & UI

Project management & agile methodologies

## STRENGTH

Flexible, resilient & resourceful to adapt in constantly changing and high pressure environment

Highly team-oriented work style with strong ability to organize, prioritize and multitask in fast paced environments

Strong drive to have real impact

Adapts well to local culture & diversity of thoughts

- Define production scope and always involved in kick off meetings and vendor briefs.
- Allocate project-related tasks to the team and track them.
- Inform and track banks of hours allocated to the project.
- Complete and follow up project documents.
- Analyze production processes on a regular basis.
- Validate and implement new processes and working methods to simplify and improve content creation.
- Follow the "pipelines" and the objectives of the R & D projects.
- Build, optimize and publish breaking news stories in digital productions.
- Staying abreast of industry trends and competitors.

#### **On Business Development:**

- Develop new channels of business, including participating in trade shows, PR events and speaking in front of various audiences.
- Develop and implement account-specific business plans, and conduct regular business plan reviews.
- Identify new business opportunities and develop business plans to convert these opportunities into incremental sales, and surveillance of the market.
- Lead new product/service proposal efforts and responsible for contract negotiations.
- Build and maintain strong, long-lasting relationships and develop a trusted advisor relationship with customers.
- Strong analytical capabilities and business acumen with the ability to look at data differently and in expanded ways to drive new thinking.
- Identify and develop a sales strategy to meet and/or exceed the company's targets / objectives.
- Manage accounts successfully (nurturing and growing existing accounts as well as developing new accounts).
- Ensure all client requirements are clearly understood and achieved.
- Prepare reports and status information on new customer development.

Ability to think independently, proactively implement effective and innovative solutions to promote thought-provoking ideas and foster creative thinking

#### **LANGUAGES**

Excellent english

Excellent farsi

Basic french

Basic arabic

#### **EDUCATION**

##### **McGill University, Montreal**

*Digital Marketing, PM & Agile Certification*

Jan 2014 - 2017

Professional development

##### **Concordia University, Montreal**

*Bachelor of Fine Arts*

2005 - 2008

Major Film Production

##### **Vanier College, Montreal**

*Diploma of Collegial Studies*

2001 - 2003

Communications; Arts, Media & Theater

- Prepare action plans by individuals as well as by team for effective execution of opportunities.
- Consult on recruiting talent.
- Practice agile methodologies for maximum productivity and efficiency.
- Ensuring project delivery on time and on budget.

### ***On Marketing:***

- Develop marketing campaigns using both traditional and digital strategies in an interactive atmosphere.
- Study consumer behavior and curate content and marketing strategies in-line with current trends and swags.
- Develop promotional strategies to generate brand awareness, audience engagement and return visits to brand.
- Experience in studying digital reports (IE Google Analytics) and tweaking promotional strategies for increased effectiveness.
- Create visually exciting eblasts, newsletters & press releases.
- Develop and maintain social calendars such as facebook, instagram, snapchat & periscope.
- Conceptualize engaging visual content for multiple platforms including mobile apps.
- Creative writing for web & mobile.
- Staying on top of industry trends, best practices and emerging technology, tweaking on going projects accordingly to developing changes in the field.

### **I AM . . .**

a millennial with a passionate to create interactive content for web/television & establishing new business formats that gap the difference between generations

self aware with a desire for constant self-improvement

available to work weekends & nights on as needed basis and equipped with a canadian & international drivers license

a passionate travel blogger

### **VOLUNTEER**

PAWS animal shelter

Womens shelter