Shima Vahabi

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MARKETING COORDINATOR

Organised marketing coordinator who keeps people, plans and deadlines on track. At Sorena Packaging I worked beside the senior digital marketer, wrote the monthly content calendar and coordinated the company's first exhibition as a Pharmex 2022 sponsor, where Sorena won Best Environmentally Friendly Packaging. At Lastsecond I kept daily publishing running smoothly between a content creator, a graphic designer and the senior digital marketer for a 600K+ follower page. Today I support the store manager at Nick Scali with sales and admin while meeting weekly targets. Confident with Microsoft Office (Outlook, Excel, PowerPoint, Word) and Trello.

PROFESSIONAL EXPERIENCE

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

- Work beside the store manager on sales and admin: updating and changing customer orders, answering questions and following up until each order is clear and correct
- Meet or exceed weekly sales targets; closed about $22,000 in sales with a single customer; positive reviews and returning customers
- Coordinate with customers and the team by email in Outlook, keeping orders moving from first visit to delivery

Sorena Packaging Group, Tehran | Digital Marketing Specialist **May 2021 – Sep 2022**

Full-time May–Dec 2021, then freelance to Sep 2022

- Worked beside the senior digital marketer on planning; wrote the monthly content calendar for posts, Stories and campaigns in Excel and tracked tasks in Trello
- Coordinated Sorena's first exhibition as a Pharmex 2022 sponsor: booth design and presentation research, a pre-event campaign in paid partnership with the organiser, client invitations and content on the day; Sorena won 1st place, Best Environmentally Friendly Packaging
- Planned the Yalda charity campaign from market research to launch, live draw and wrap-up: about 26,000 views in one week, with the launch video reaching about 35× a typical post
- Organised on-camera interviews with six client brands at Iran Cosmetica for a testimonial video published as an Instagram Collab
- Prepared presentations in PowerPoint and documents in Word; raised Instagram engagement by 5%

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

- Coordinated daily posts and Stories with a content creator, a graphic designer and the senior digital marketer, checking content was ready and on time; the page grew from about 600K to 700K followers
- Replied to comments and direct messages every day, answering questions and building relationships with followers

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

- Delivered a pitch deck, the Stage 1 landing page and platform screens on deadline, working with the CEO and lead designer and handing work over to developers

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 to meet approval requirements

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

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

EDUCATION & LEADERSHIP

Master of Design
UNSW Sydney · Dean's List · 2024 – 2025 · presented project work in PowerPoint

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

Content calendars	Microsoft Outlook
Campaign coordination	Microsoft Excel
Event coordination	Microsoft PowerPoint
Stakeholder communication	Microsoft Word
Admin & order follow-up	Trello
Social media management	Photoshop, Illustrator
Market & audience research	Instagram

Languages: English (professional), Persian (native)
Marketing portfolio: shimavahabi.com