

ASHKAN HAJMOHAMMADI

CREATIVE STRATEGIST

PORTFOLIO

CRAFTING STORIES, DESIGNING IMPACT





Hello, I'm Ashkan – A Marketing Expert with a Passion for Visual Storytelling

From campaigns to content, I've spent my career translating complex ideas into strategies that inspire and engage audiences.



What I Bring to the Table

Core Strengths & Expertise

I specialize in crafting creative strategies that turn **insights** into **compelling campaigns**, blending content strategy with performance marketing to drive meaningful engagement. My experience spans **brand development, storytelling, and AI-driven marketing solutions**, ensuring a seamless blend of creativity and data to achieve impactful results.

Key Skills:

- **Creative Strategy:** Turning insights into actionable ideas
- **Content Strategy:** Crafting narratives that engage and convert
- **Performance Marketing:** Data-driven decisions to maximize impact



My Approach to Creative Problem-Solving

My approach centers on a thorough **understanding of businesses and their customers**, allowing me to leverage the right marketing tools in the most effective way. I blend my deep understanding of **human behavior** with **data-driven insights** to craft strategic solutions. I believe creating a balance between **strategy and creativity** is the key to success for any communication campaign.

- **Understand** – Deep dive into brand insights & audience needs
- **Strategize** – Build a tailored, data-driven roadmap
- **Create** – Transform ideas into compelling visual stories
- **Optimize** – Analyze and iterate for continuous improvement



Content Production & Visual Design



WordPress/
CMS



Figma



Adobe
Photoshop



Adobe
Premiere Pro



Adobe
After Effects

Data, Reporting & Insights



Google
Analytics



Microsoft
Excel



Google Search
Console

Digital Channels & Campaigns



Meta Ads



TikTok Ads
Manager



Google AdSense



Mailchimp

Collaboration & Presentation



Microsoft
PowerPoint



Prezi

My Digital Toolbox:

Core Tools I Use to Deliver High-Quality Marketing Materials



Portfolio Highlights

– My Work in Action



Communication Strategy & Campaign Design

RankUp Go-To-Market Campaign

– (Product Marketing | Creative Strategy)

Brand: **RankUp**

Project Overview:

The RankUp launch campaign aimed to introduce the platform to both casual and professional users.

The go-to-market strategy focused on full digital setup, content production, and performance campaigns across Google, Meta, TikTok, and YouTube.

My Role:

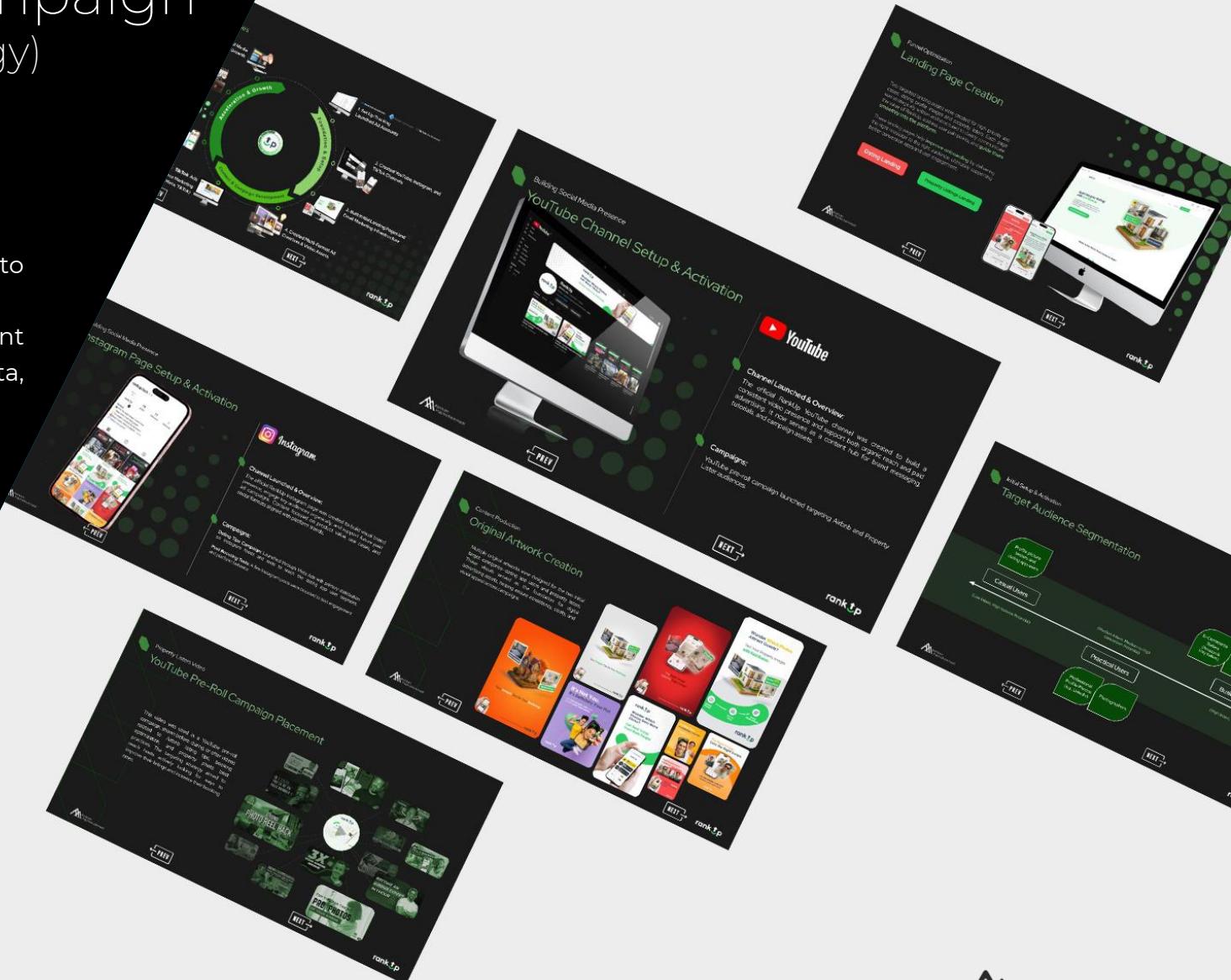
Led strategy, creative direction, campaign setup, and funnel optimization, including landing pages and email flows.

Results:

60% lower cost-per-conversion | 22.5% conversion rate | 12.5% CTR

Explore the Case Study:

[CLICK HERE](#)



Miele Referral Campaign

– (Digital Marketing | Creative Strategy)

Brand: **Miele**

Project Overview:

The campaign aimed to boost Miele's holiday sales while maintaining its premium brand positioning. The challenge was to create an engaging sales promotion that encouraged customer participation without compromising the brand's exclusivity.

My Role:

I developed a targeted referral program, offering exclusive deals to customers who shared the campaign with their network. Personalized messages and a dedicated landing page streamlined the user experience, ensuring a seamless and exclusive experience.

Results:

The campaign grew Miele's database by 2,500, 500 offers were redeemed, and store footfall doubled.

Explore the Case Study:

[CLICK HERE](#)



BIODERMA Digital Campaign

– (In-depth Analysis)

Brand: **Bioderma**

Project Overview:

The campaign aimed to strengthen BIODERMA's brand presence and connect with young, health-conscious women by emphasizing the link between skincare and overall health. The objective was to increase awareness, educate consumers, and drive engagement.

Solution:

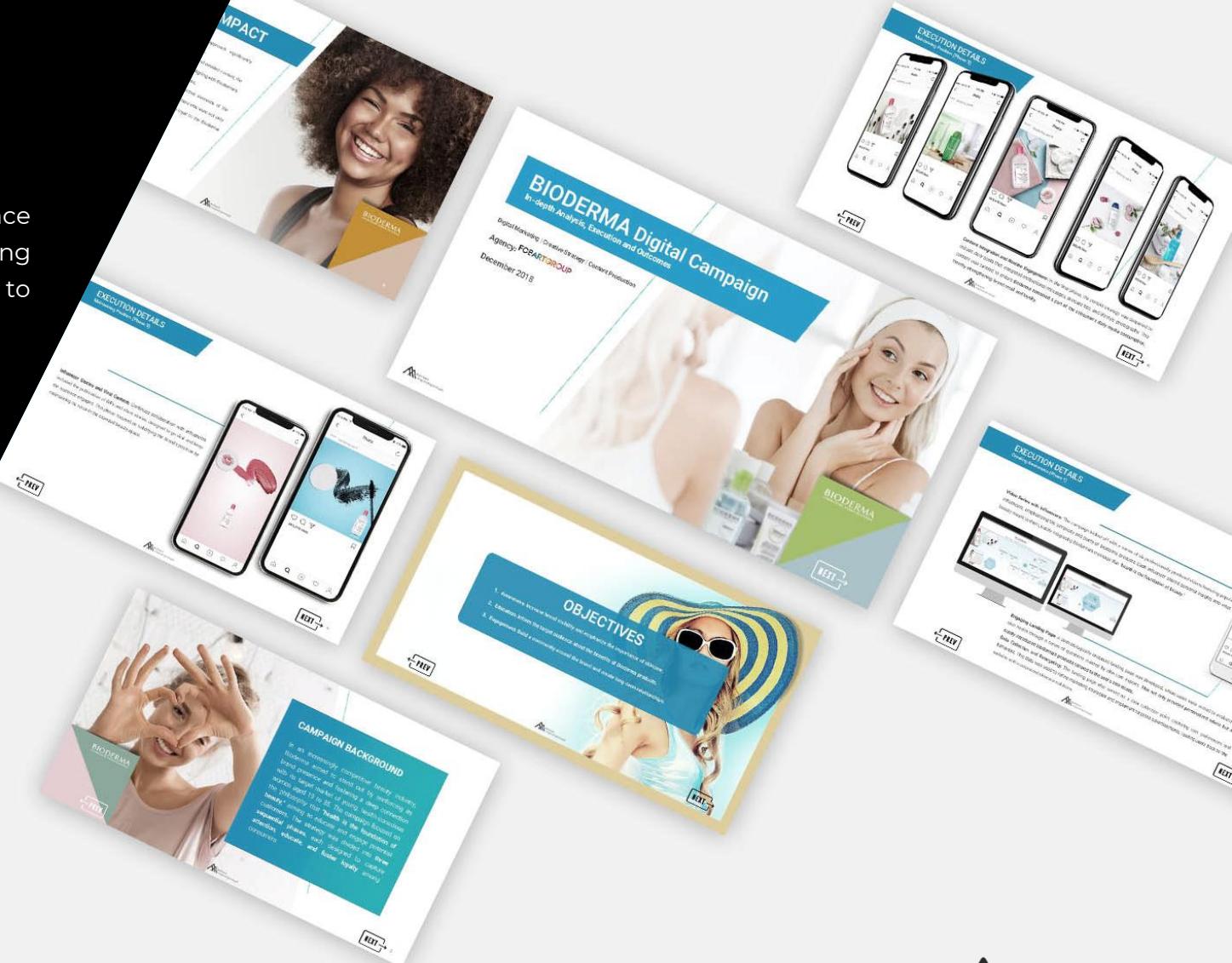
A three-phase strategy was executed, featuring influencer collaborations, educational content, and an interactive landing page offering personalized skincare insights and expert advice.

Results:

The campaign increased brand visibility, boosted audience engagement across digital platforms, and strengthened BIODERMA's reputation as a trusted skincare brand.

Explore the Case Study:

[CLICK HERE](#)



Samar Charity Viral Campaign

– (Shortlisted of New York Ad Awards 2019)

Project Overview:

The Samar Charity Foundation aimed to increase donations and raise awareness to support cancer patients. The goal was to increase public engagement and encourage frequent contributions..

Solution:

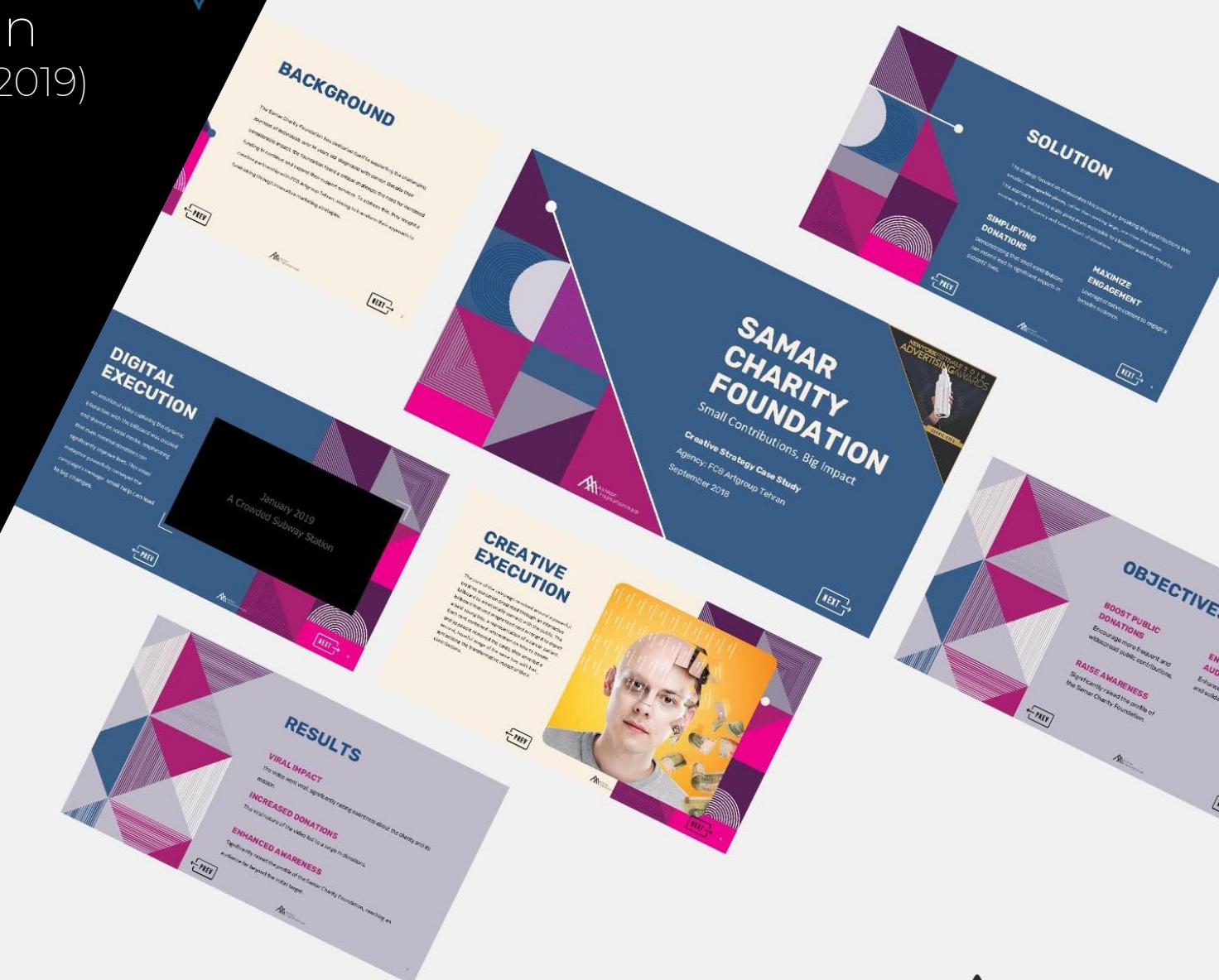
An interactive billboard featuring removable cards symbolized the impact of small contributions, complemented by a viral social media video to maximize reach and engagement.

Results:

The video went viral, resulting in a surge of donations and significantly increasing awareness for the foundation.

Explore the Case Study:

[CLICK HERE](#)



Light Blue Waters

– Product Launch Campaign

Brand: Danone's Light Blue Waters

Project Overview:

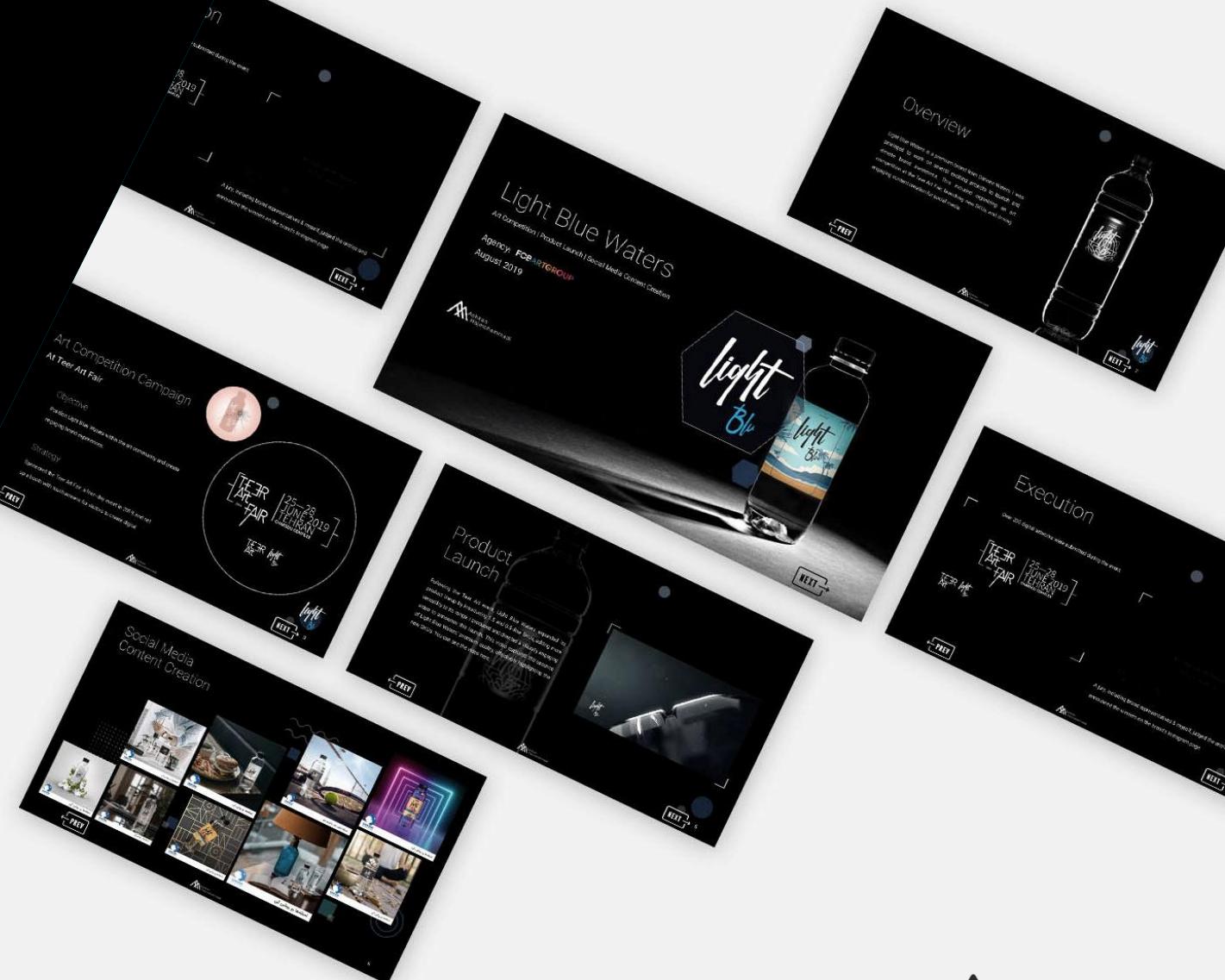
I led the creative strategy for the Light Blue Waters product launch, a premium brand from Danone Waters. The campaign involved sponsoring an art fair, where we organized a digital art competition that attracted over 200 submissions. Winners were announced on Instagram, creating strong audience engagement. I also produced a engaging video to introduce the new 1.5 and 0.5-liter SKUs, highlighting the brand's premium quality and versatility.

Results:

The campaign increased brand awareness, connected with the art community, and successfully launched the new SKUs.

Explore the Case Study:

[CLICK HERE](#)



Social Media Campaign – for a FMCG Company

Project Overview:

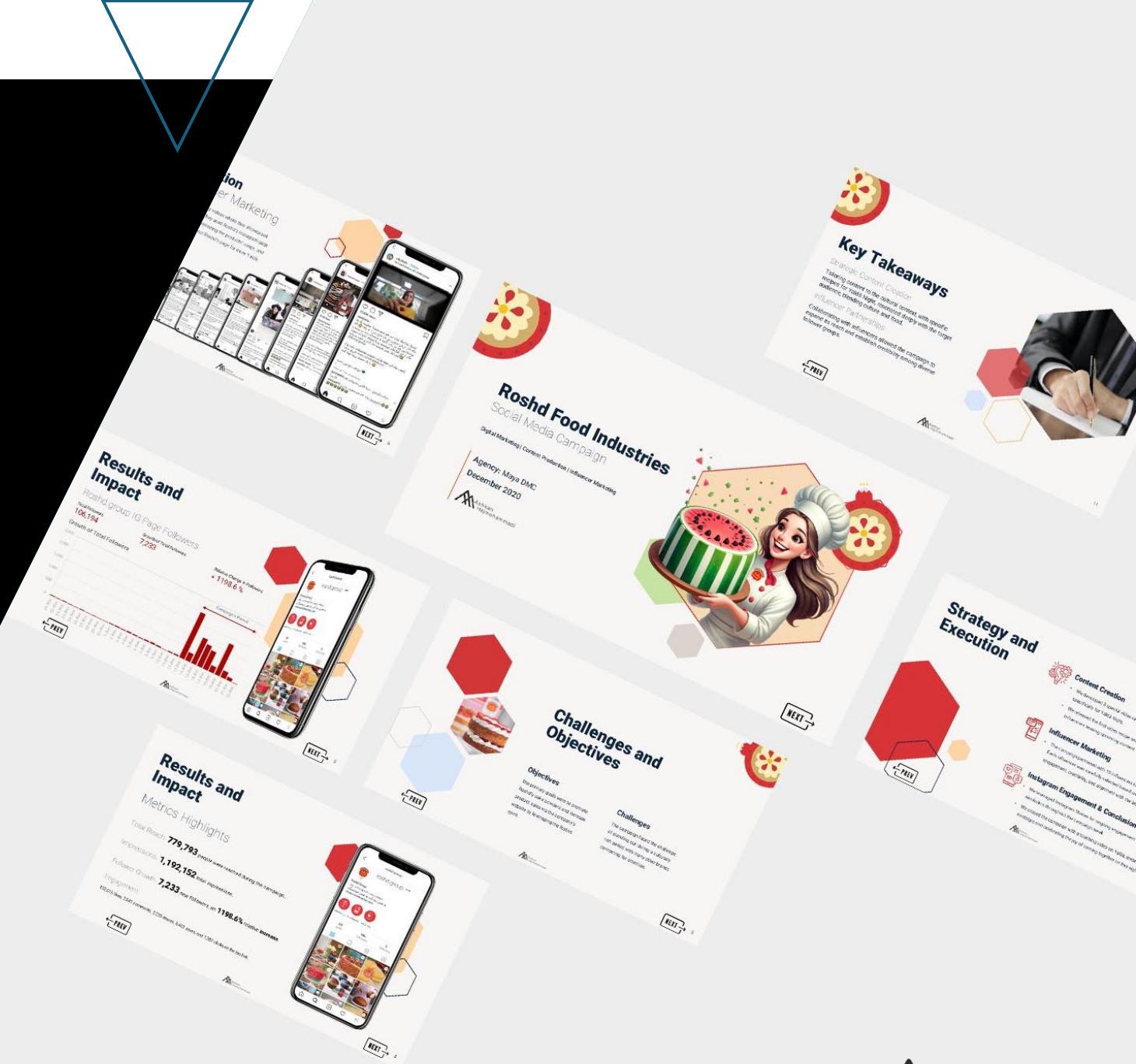
For Roshd Food Industries' holyday campaign, the focus was on promoting cake powders by highlighting their connection to traditional festive desserts. A collaboration with 13 influencers resulted in engaging video recipes that showcased the products in culturally relevant ways. To sustain interest and anticipation leading up to the event, the campaign leveraged Instagram Stories and influencer content, ensuring consistent audience engagement.

Results:

The campaign reached 700K+ people, generated 1.19 million impressions, and increased followers by 1198%, making it a huge success.

Explore the Case Study:

[CLICK HERE](#)



Mobile App Launch Campaign

– Product Launch Campaign

Project Overview:

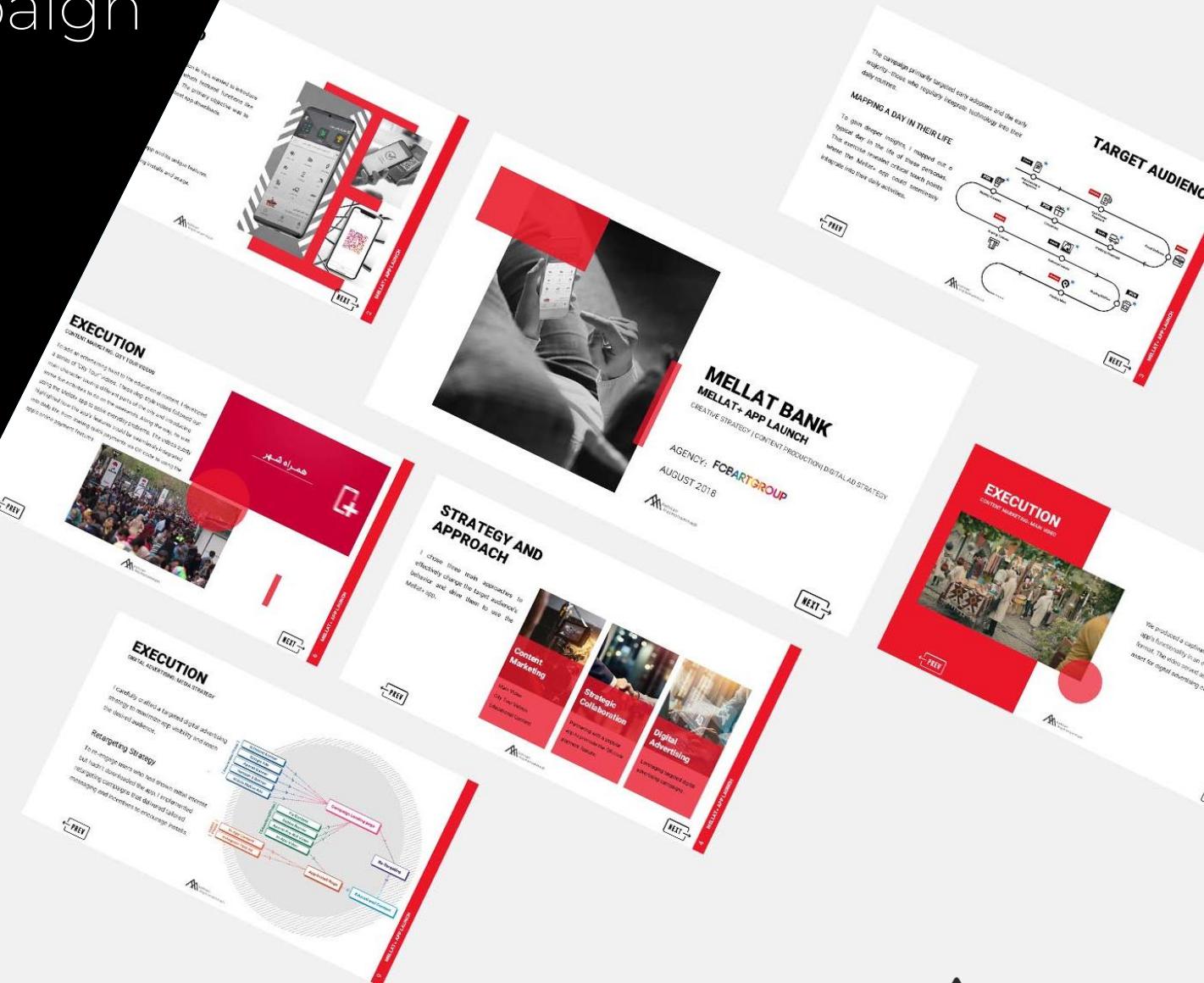
For a bank's mobile app launch campaign, the focus was on promoting its digital wallet and QR code payment features. The strategy targeted early tech adopters through a combination of content marketing efforts, including a main promotional video, engaging "City Tour" videos showcasing real-life app usage, and a series of educational videos. To drive app installs, the digital advertising approach incorporated targeted ads and retargeting strategies.

Results:

The campaign significantly increased app awareness, boosted downloads, and demonstrated the app's practical integration into everyday routines.

Explore the Case Study:

[CLICK HERE](#)





Presentation Design

Presentation Design – Hospitality Industry Proposal

Brand:

Warp VR

Project Focus:

Warp VR (Immersive VR training platform) aims to expand into the hospitality industry with a compelling proposal tailored for hotels.

Approach:

A sleek, data-driven presentation with clean visuals, real-life scenarios, and minimal elements to showcase Warp VR's impact and ROI. Customizable for independent hotels and chains, ensuring relevance and engagement.

Explore the Presentation:

[CLICK HERE](#)



Presentation Design – Company Profile

Brand:

Tapsell Digital Advertising Agency

Project Focus:

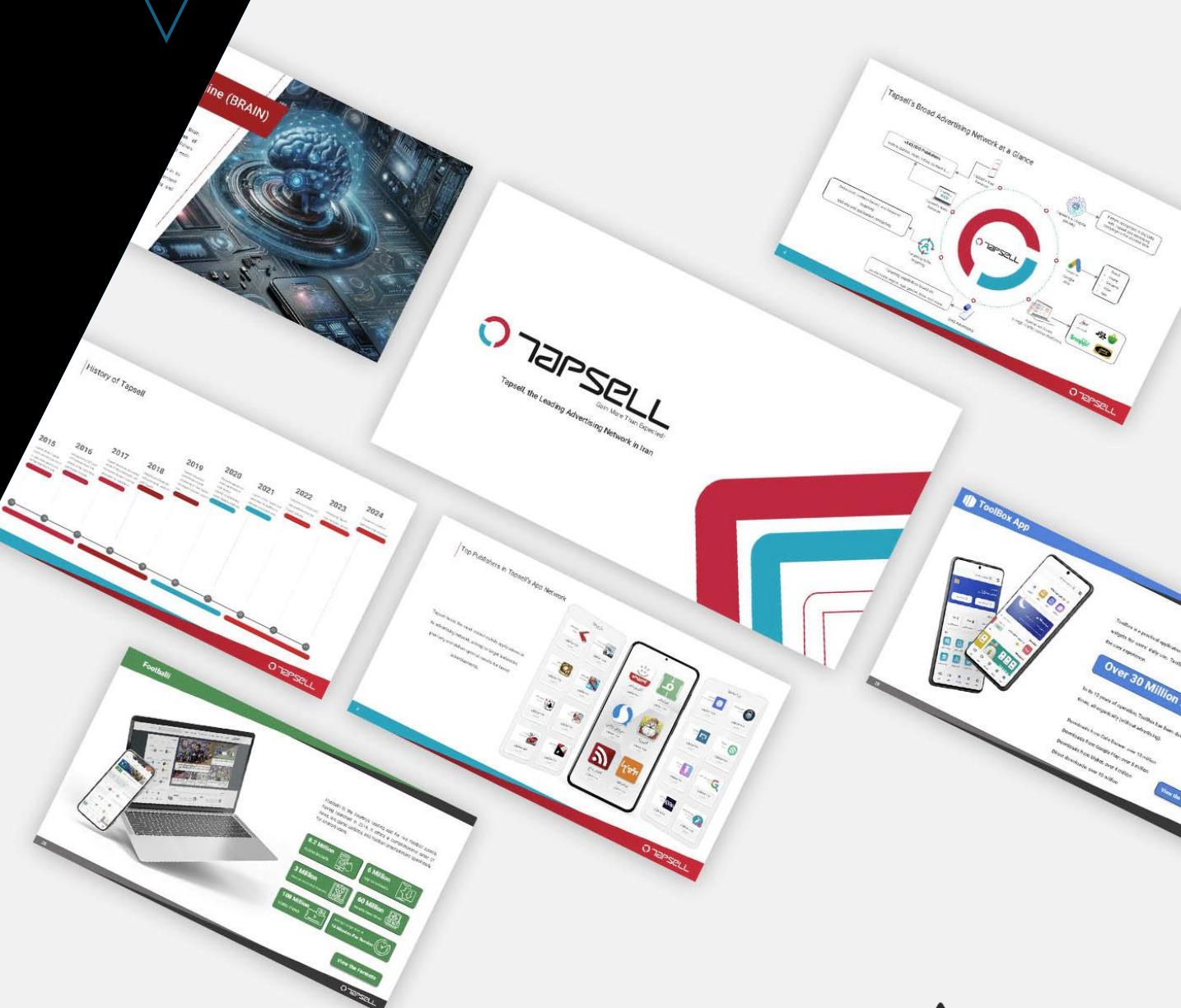
Company Profile and Service Introduction for Tapsell
Digital Advertising Agency

Creative Approach:

Incorporated impactful visuals and diagrams to highlight Tapsell's range of services and strengths, making the presentation informative and engaging for the audience.

Explore the Presentation:

[CLICK HERE](#)



Presentation Design – Company Profile

Brand:

MAYA Digital Marketing Solutions

Project Focus:

Company Profile and Introduction Presentation for
Maya DMC

Creative Approach:

Designed in alignment with Maya's brand
guidelines, using their color palette and style to
ensure consistency and reinforce brand identity.

Explore the Presentation:

[CLICK HERE](#)



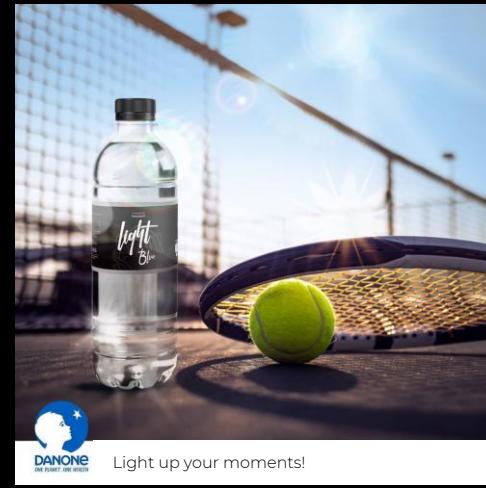
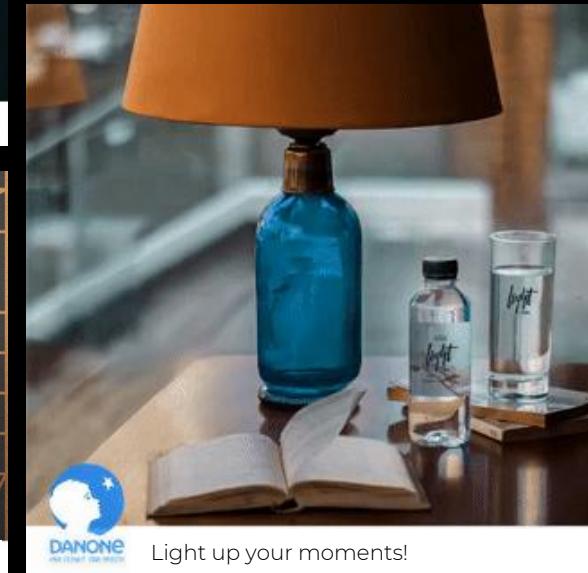
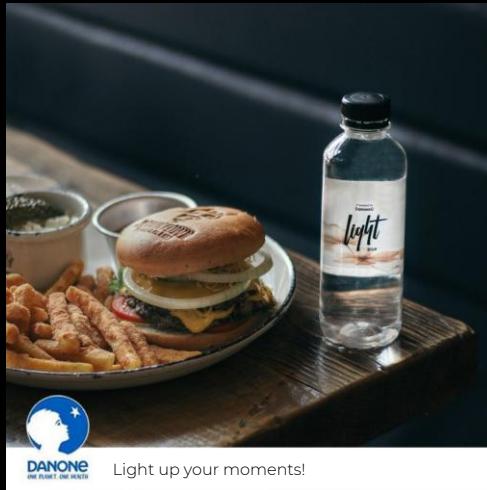


Creative Production

My Notable Projects as the Creative Director & Producer

Danone's Light Blue Waters

- Social Media Content Production



Night King Energy Drink

- Social Media Content Production



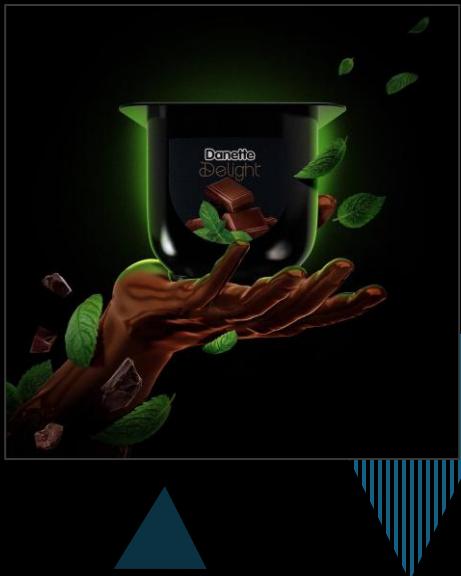
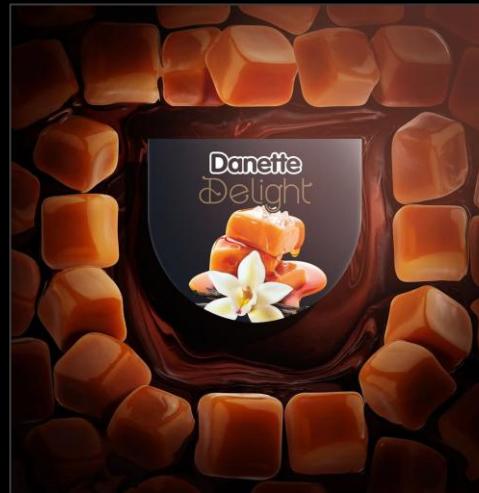
Dove

- Social Media Content Production



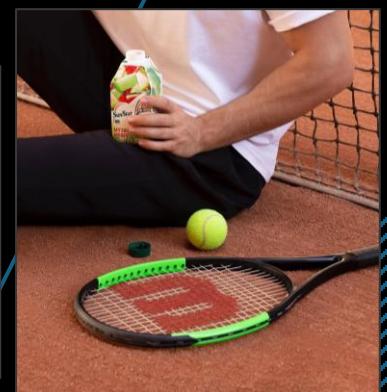
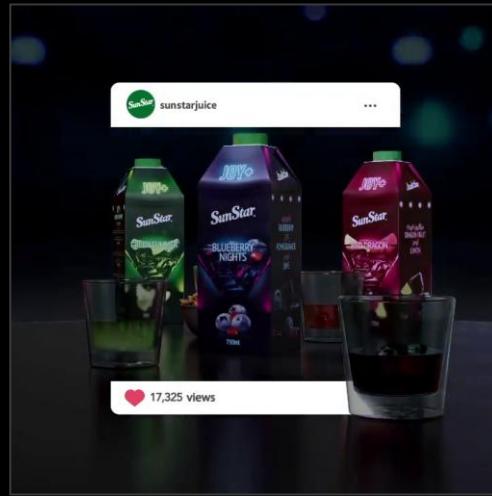
Danette Delight

- Social Media Content Production



SunStar Juice

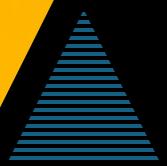
- Social Media Content Production



SunnyNess Juice

- Social Media Content Production





Photography

Carolina Herrera

- Good Girl Perfume Campaign



SunStar Juice

- Back to School Campaign Photography



Food Photography

- Social Media Content Production



Danboard Experience

- Storytelling Experimental Photography





Display Ads Creatives

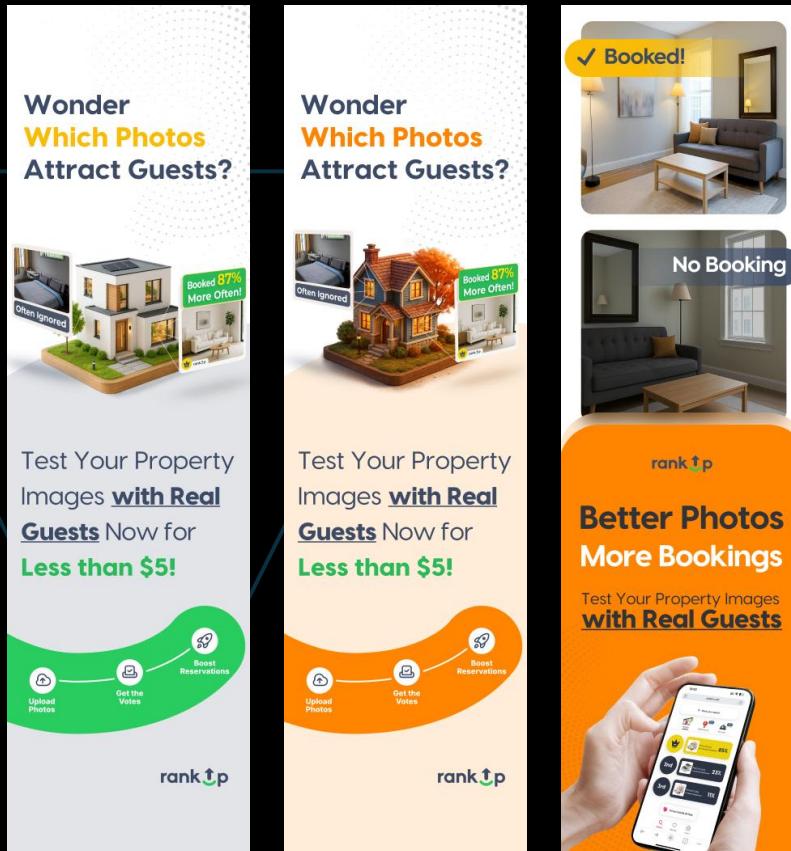
Few of My Display Ads Samples as a Creative Strategist & Producer

I have created over 2,000 display ads for various campaigns, brands, and products throughout my career.

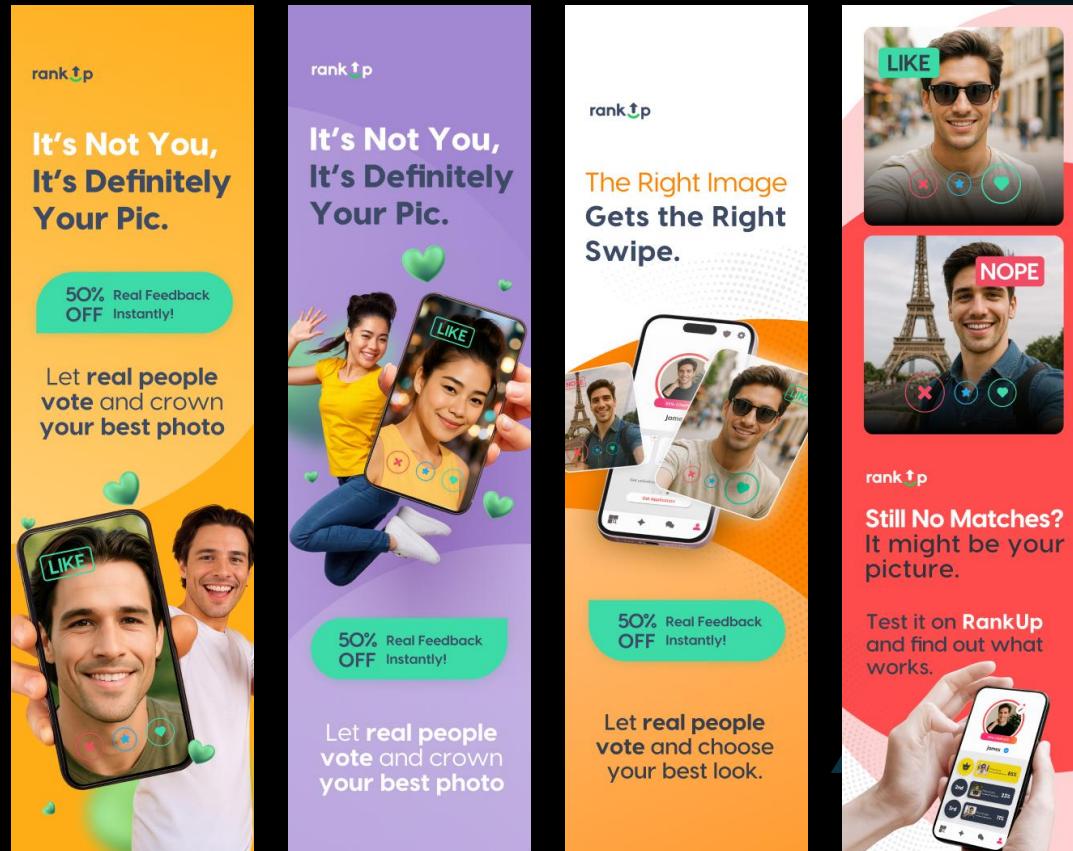
Here are just a few examples showcasing my style and approach.

RankUp

Property Listers Campaign

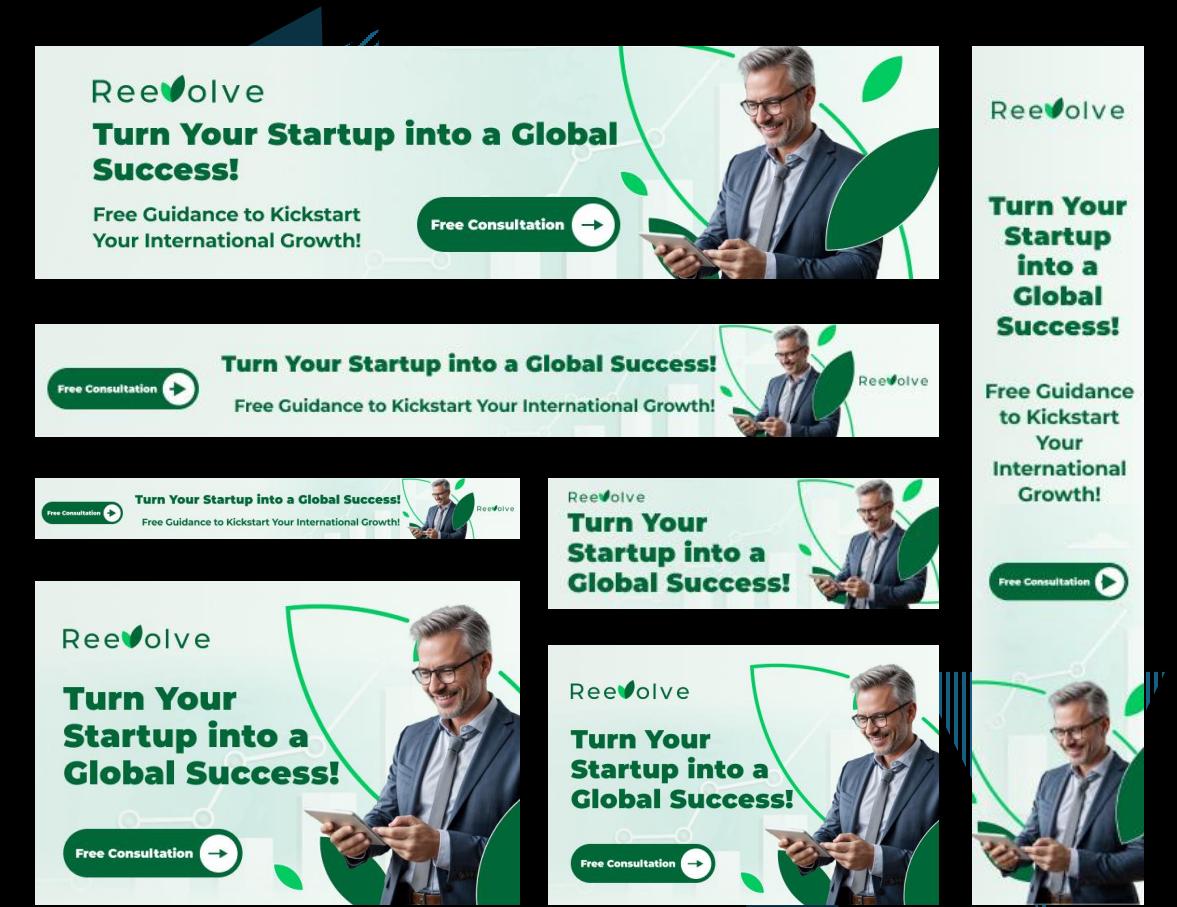
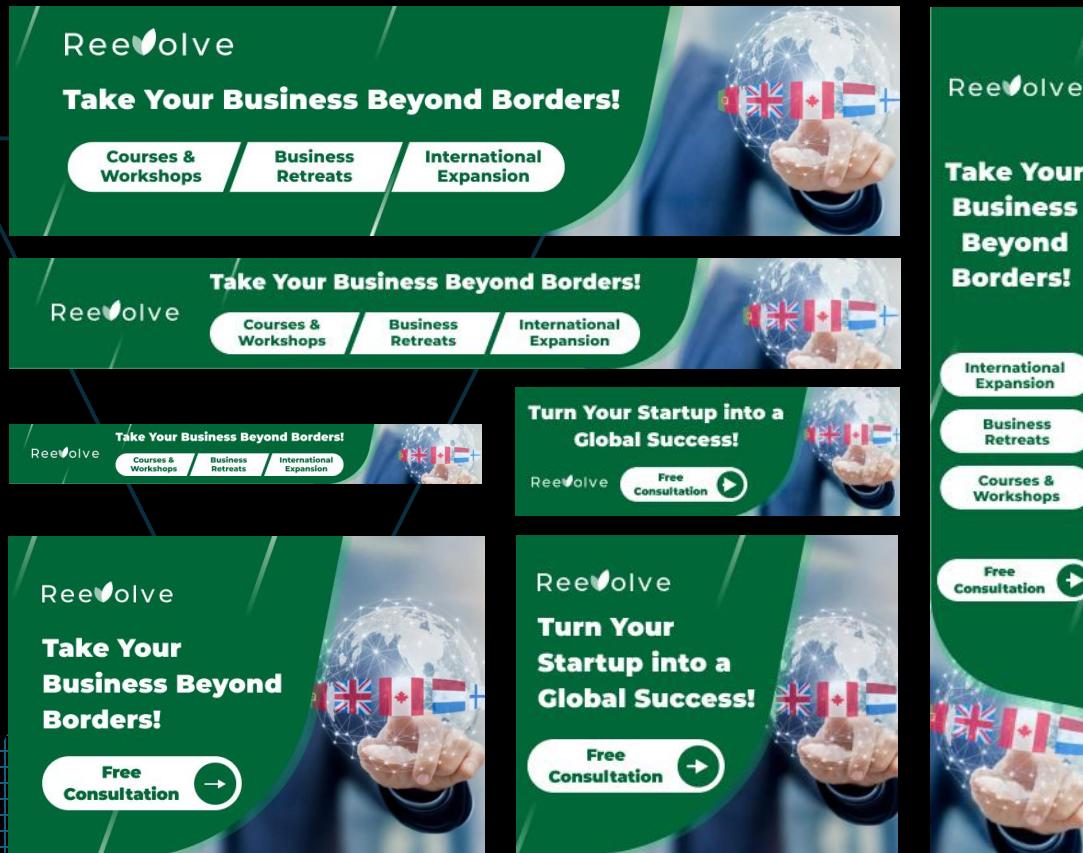


Profile Photo Campaign



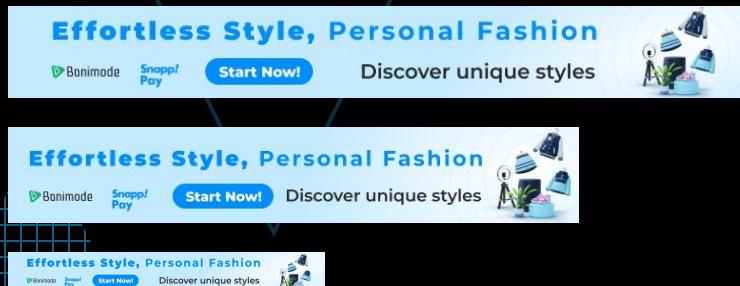
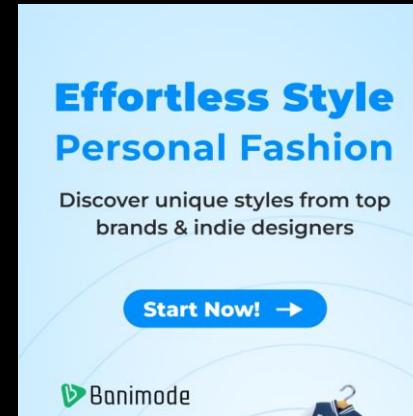
Reevolve

- CPC Digital Advertising Campaign



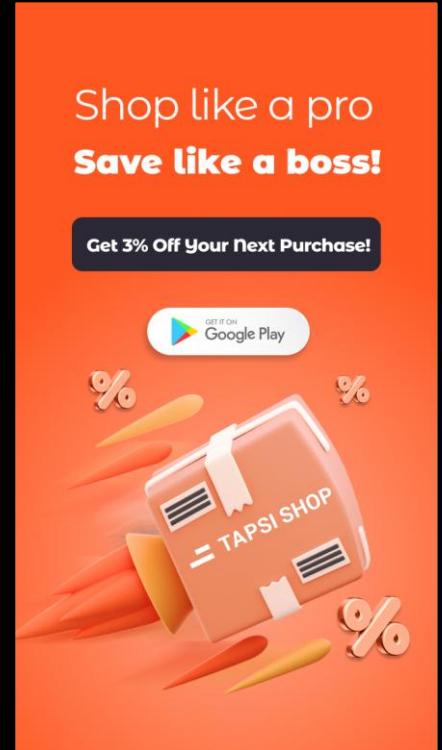
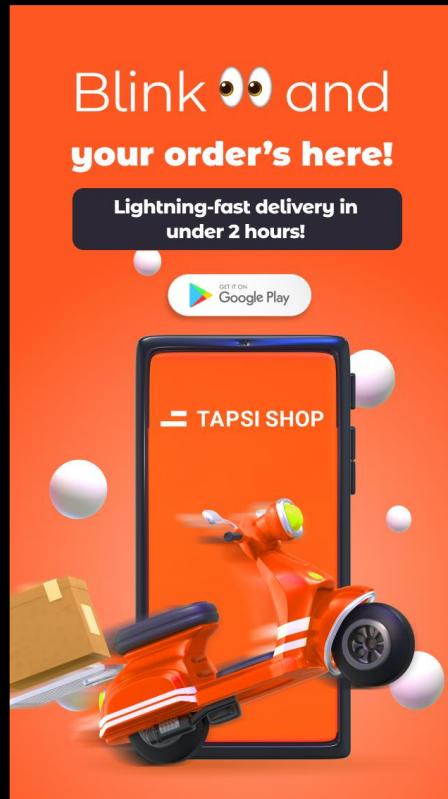
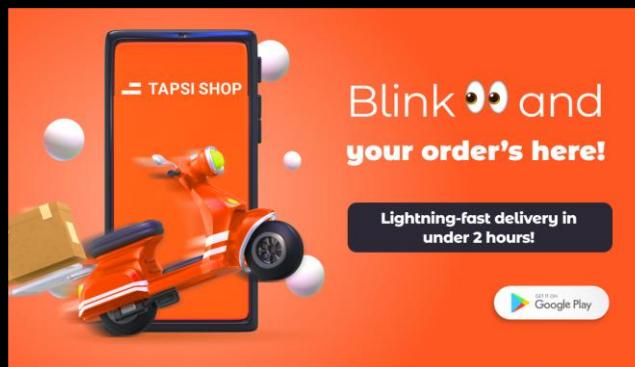
Banimode

– Fashion Retail App Campaign



Tapsi Shop

– Delivery Service & Sales Campaign



Fit Cafe

- CPO Digital Advertising Campaign



Snapp!
Food Order Now!

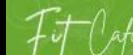
Delicious & Healthy Meals,
Guilt-Free!



Delicious & Healthy Meals,
Guilt-Free!



Snapp!
Food Order Now!



Delicious & Healthy
Meals, Guilt-Free!

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Guilt-Free!

Snapp!
Food Order Now!



Talasea

- Gold Trading Platform Campaign



TALASEA
Gold Trading Platform

Turn Your Savings INTO GOLD!

- Secure & easy gold trading at your fingertips

Start Now



Start Now

Turn Your Savings INTO GOLD!



Start Now

Turn Your Savings INTO GOLD!



Start Now

Turn Your Savings INTO GOLD!

TALASEA
Gold Trading Platform



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Gold Trading Platform

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Start Now



TALASEA
Gold Trading Platform

Get Free Gold with Your First Investment!

Gold Trading Platform

GET IT ON Google Play Download on the App Store



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Buy & sell gold effortlessly with a trusted platform.

Trade Now



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Trade Now



Video Production

To Explore My
Video Production
— **PORTFOLIO**

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Thank You

I'd love to connect further and discuss how I can contribute to your success.

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