



Jaber Ramezan

Creative Director
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**MULTIMEDIA PRODUCTION &
TECHNICAL SKILLS**

- **Video Production (End-to-End):** Expert in scriptwriting, on-site directing, and high-quality cinematography for commercial and digital formats.
- **Advanced Post-Production:** Professional video editing and motion graphics using **Adobe Premiere Pro** and **After Effects**.
- **Graphic & Digital Design:** Designing cohesive logo systems, web structures, and promotional assets using **Photoshop** and **Illustrator**.
- **Equipment Handling:** Proficient in photography and videography equipment management for studio and field production



CREATIVE STRATEGY & PERFORMANCE MARKETING

- **Advertising Creative Development:** Producing high-performing ad creatives for Meta, Google Ads, and multi-channel digital campaigns.
- **Conversion-Focused Storytelling:** Translating complex technical services into persuasive, lead-generating visual narratives.
- **Market Research & Analysis:** Monitoring industry trends and competitor visual styles to optimize creative output.
- **Brand Identity Design:** Developing end-to-end visual identities, from conceptualization to national launch.



LEADERSHIP & OPERATIONS

- **Creative Team Leadership:** Supervising multidisciplinary teams of designers, editors, and copywriters to meet tight deadlines.
- **Integrated Campaign Strategy:** Coordinating 360° ATL and BTL campaigns across digital, outdoor, and broadcast media.

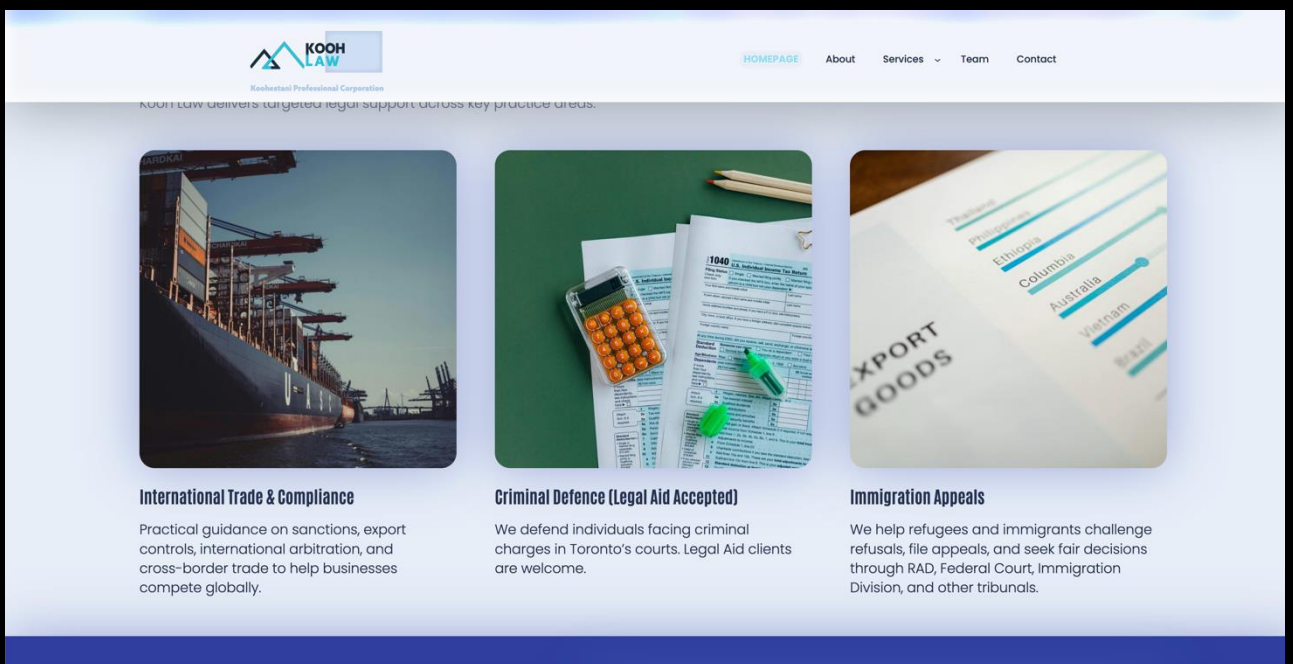


PROFESSIONAL EXPERIENCE

Jaber Ramezan | Professional Experience

Creative Director (Freelance) | Brand & Digital Specialist Kooh Law | Toronto, ON 2025 – Present

- **Performance Marketing:** Developed targeted digital marketing campaigns and Google Ads strategy to reach key audiences in the GTA.
- **Multimedia Production:** Produced high-quality digital advertising visuals and campaign content for multi-channel distribution.
- **Brand Identity:** Designed the comprehensive logo system and cohesive visual identity across all brand touchpoints.
- **User Experience:** Directed website structure with a user-focused design strategy to enhance digital engagement.



Creative Director Aftab-net Advertising Agency **| Tehran 2013 – 2019**

Sector Expertise (HVAC): Led the national rebranding for **Iran Radiator**, a major heating system manufacturer, overseeing identity and integrated strategy.

Multimedia Content: Directed high-budget TVCs and 360° campaigns for global brands including **LG** and **Samsung**.

Team Leadership: Supervised creative teams of designers, editors, and copywriters to deliver national-scale projects.

Integrated Advertising: Managed year-long ATL and BTL campaigns, coordinating visual storytelling across outdoor and broadcast media.



Aftabnet
communication
group



**PROJECT HIGHLIGHTS & CASE
STUDIES**

National Rebranding & Campaign Strategy: Iran Radiator Role: Creative Director

The Challenge: Modernize the brand identity for a leading national manufacturer of heating and cooling systems (HVAC) to appeal to a contemporary market.

The Solution: Developed an integrated 360° campaign that combined traditional reliability with modern efficiency. I oversaw the creation of all visual assets, including national TVCs, outdoor billboards, and digital content.

The Result: Successfully repositioned the brand as the market leader in home comfort, resulting in a cohesive identity used across all product lines and national retail centers.



- Watch the TVC here

[The Iran Radiator TVC](#)

Content Innovation: SunStar "Smart Juice"

The Challenge: Launch a new product line using a "mockumentary" style that would stand out from traditional beverage advertising.

The Solution: Conceptualized and wrote a series of character-driven commercials. I managed the entire production pipeline, ensuring the "handheld" documentary aesthetic maintained high production value.

The Result: One of the most talked-about campaigns of the year, demonstrating the power of storytelling to drive brand awareness and consumer engagement.



Watch the SunStar TVC HERE:

[SunStar – Smart Juice TVC](#)

Integrated Holiday Campaign: City Bank (New Year Launch)

Role: Creative Director & Multimedia Lead

The Challenge: Develop a nationwide New Year's campaign for a major financial institution to increase brand affinity and promote new digital banking features during the holiday season.

The Solution: I acted as the primary architect for the campaign, designing the strategic "**Roadmap**" and writing the **original scenarios** for the TV commercials. I developed a unique **slogan** and directed the **graphic identity** to ensure a festive yet professional tone that resonated across all media platforms.



Watch the City Bank TVC here
[The City Bank Iran TVC](#)



**Artistic Director &
Co-Founder**

the- hOle -studio

| **International 2008**
– *Present*

Visual Storytelling: 18+ years of experience in film, theatre, and interdisciplinary performance specializing in concept creation.

Scripting & Direction: Award-winning director and published playwright with deep expertise in structured storytelling and video pacing.



Vimeo:

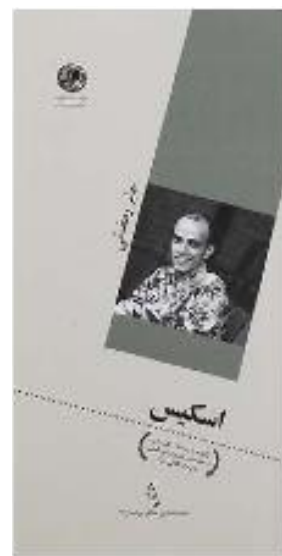
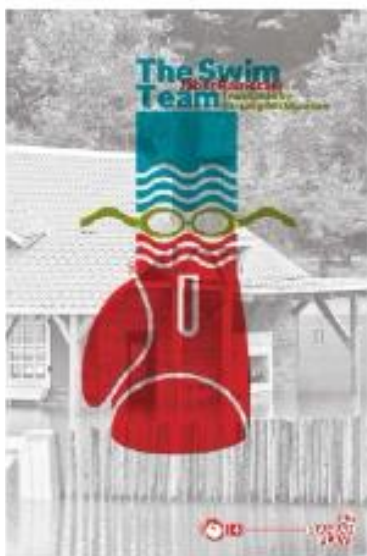
<https://vimeo.com/theholeinthewall>

Published Plays

2021 - "Swim Team book" - Publisher: Pomegranate Publication

2019 - "The Hole" And "Slow Sound of Snow" - Publisher: Nimaj Publication

2016 - "Sketch Book" - Publisher: Botimar Publication 7-128-404-600-978



Short Movies

2017- "Submersion"

Script writer, Director and Producer



2016- "Exterior Wash"

Director, Producer



Thank You

