

COMMUNICATIONS × ARTISTIC PRACTICE × CONTEMPORARY CULTURE

## 05 Education

### MA, Dramatic Studies / Theatre Directing

Tehran University of Arts

### BSc, Metallurgical Engineering

Ferdowsi University of  
Mashhad

## 07 Tools

Google Analytics (GA4) · n8n ·  
Notion · Figma · Adobe Creative  
Suite · Microsoft Office · ChatGPT

## 08 Writing & Recognition

A Story of non-fiction  
Mourning (2023)

Hosal personal writing  
Blog (2015–present)

Best Ferdowsi student  
Actor theatre festival

## 09 Languages

Persian Native

English Fluent

Italian Basic

## 01 Profile

Marketing communications professional and practicing artist working across  
brand, communication, contemporary culture and creative production.

Currently leading  
Marketing  
Communications for invi,  
with experience across  
communication strategy,  
integrated campaigns,  
brand and product  
messaging, PR,  
partnerships, content,  
CRM, audience journeys  
and marketing automation.

Alongside my commercial  
work, I maintain an  
independent artistic  
practice spanning  
performance, sound,  
writing, directing and  
collaborative projects. This  
combination shapes my  
interest in working with  
galleries, artists and  
cultural institutions.

My work focuses on  
translating ideas into clear  
narratives, building  
communication systems  
around them and  
connecting projects with  
relevant audiences,  
partners and communities.

## 10 Links

[hodjatsalimi.com](http://hodjatsalimi.com)

[linkedin.com/in/](https://linkedin.com/in/hodjatsalimi)

[hodjatsalimi](mailto:hodjatsalimi@gmail.com)

[hodjatsalimi@gmail.com](mailto:hodjatsalimi@gmail.com)

## 02 Professional Experience

### ASAN PARDAKHT / INVI

Apr 2024 - Present

#### MarCom Manager

Lead Marketing Communications for invi, a fintech investment platform, connecting brand strategy, product communications, campaigns and customer experience across multiple touchpoints.

- Established a unified communication framework across marketing, CRM and product touchpoints.
- Lead integrated campaigns from communication strategy and concept development through execution.
- Develop positioning, messaging and communication systems for product launches, partnerships and customer-facing initiatives.
- Direct content strategy, UX writing, editorial direction and campaign storytelling across owned channels.
- Design lifecycle communication journeys and CRM workflows for different audience segments.
- Develop strategic partnerships and co-marketing initiatives.
- Collaborate across Product, Design, Marketing, CRM and commercial teams to maintain consistency across the customer experience.
- Support SEO strategy through editorial planning, messaging and content development.
- Introduced AI-assisted and automated workflows to improve marketing operations, production efficiency and internal collaboration.

### JANEBI

Aug 2023 - Apr 2024

#### Content & Media Manager

Led content and media communications for one of Iran's largest consumer electronics e-commerce platforms.

- Developed communication strategies aligned with commercial and brand objectives.
- Planned integrated campaigns across digital, content and social channels.
- Led editorial planning and coordinated multidisciplinary creative production.
- Used campaign performance and audience insights to refine communication and content strategy.

## NOBITEX

1 PR  
Specialist

2 Social Media  
Manager

3 Content & Media  
Specialist

Oct 2021 - Aug 2023

Progressed through three communications roles at one of the region's leading cryptocurrency exchanges.

- Planned educational and brand communication initiatives around cryptocurrency and blockchain.
- Translated complex financial and technical subjects into accessible, audience-focused narratives.
- Supported PR, media and external communications across owned and earned channels.
- Worked with Product, Marketing and Design teams during launches and strategic campaigns.

## 03 Selected Artistic & Cultural Practice

CURRENT · 2026

### Can You S...?

Sound installation and limited audio-zine editions

CURRENT · 2026

### Bye-Gones | بایگان – File 01

Encountering Reza Abdoh

2023

#### Home

Playwright, Director, Narrator

2022

#### King Lear

Playwright, Director

2020

#### Just Space

Playwright, Director

2020

#### Ants

Actor

## 04 Additional Experience

### ROGAR STUDIO

Aug 2024 - Present, project-based

#### Creative Marketing Director

Creative and marketing direction for selected projects alongside my full-time role.

### AVANGRAD MAGAZINE

Oct 2019 - Aug 2021

#### Copywriter

Writing and editorial work across cultural and magazine content.

**Translator, Writer & Editor**

Independent translation, writing and editorial work.

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## 06 Core Expertise

**COMMUNICATIONS**

Marketing Communications ·  
Communication Strategy · Brand  
Communications · PR · Messaging &  
Positioning · Product & External  
Communications

**CAMPAIGNS & AUDIENCES**

Integrated Campaigns · Audience  
Segmentation · CRM & Lifecycle  
Communications · Audience Journeys ·  
Digital Communications · Campaign  
Analysis

**CONTENT & CREATIVE**

Content & Editorial Strategy · Storytelling ·  
Copywriting · UX Writing · Creative  
Direction · Creative Production

**PARTNERSHIPS &  
OPERATIONS**

Strategic Partnerships · Co-Marketing ·  
Cross-functional Collaboration · Marketing  
Automation · AI-assisted Workflows