

# Deniz Mokhtari

Fashion Marketing & Communications Specialist

## Professional Summary

Fashion professional combining design expertise with strategic business knowledge in **marketing**, **emotional branding**, and **merchandising**. Experienced in **content creation**, **digital storytelling**, and **visual brand communication** across social media and campaigns. Background in **textile design** and **fabrication processes** enables effective coordination between creative teams and commercial objectives, delivering cohesive brand experiences.

## Education

### Master of Arts in Fashion

Toronto Metropolitan University

Sep 2024–Present

Toronto, ON

- GPA: 4.10/4.33
- Awards:
  - Toronto Met Graduate Development Award (TMGDA)
  - The Norman Esch Engineering Innovation and Entrepreneurship Award (Stage 1)
- Research: **Marketing** and **branding** strategies in fashion, exploring emotional storytelling and brand communication.

### Specialized Honours Bachelor in Textile Design

Rasam University

Sep 2019–Mar 2023

Tehran, Iran

- GPA: 3.90/4.00 | Award: Distinguished Portfolio Recognition
- Graduated with First-Class Honours, developing projects in sustainability, visual branding, and content production.

### Journalism & Media in Fashion Industry Certificate

Elka Academy

Jan 2024–Apr 2024

Venice, Italy

- Trained in **brand storytelling**, press communication, and **media strategy** for creative industries.

## Work Experiences

### Digital Illustrator

Freelance

Nov 2021–Present

- Creating fashion illustrations for designers and apparel brands, translating garment construction and texture into expressive digital visuals. Designing 2D characters and developing character design and visual storytelling assets, collaborating with writers to bring narrative concepts to life.

### Art Project Assistant

Opal Center

Feb 2023–May 2023

Tehran, Iran

- Created visual content and promotional materials across digital and print, supported branding and exhibition preparation, and collaborated with creative team to deliver high-quality projects on tight deadlines.

### Branding & Visual Design Intern

Dena Clinic

Nov 2022–Feb 2023

Tehran, Iran

- Led the full rebrand of a healthcare clinic, creating a new visual identity including logo, brand patterns, staff garments, and social media assets to ensure a cohesive presence across print and digital platforms.

## Relevant Coursework

- Sustainable Fashion & Design (A<sup>+</sup>/A<sup>+</sup>)
- Human-centered Design (A/A<sup>+</sup>)
- Fashion & Pop Culture (A<sup>+</sup>/A<sup>+</sup>)
- Globalization & Fashion (A/A<sup>+</sup>)

## Skills

**Languages:** English, Azerbaijani, Persian, Turkish.

**Technical Skills:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva, CLO3D, WordPress.