

Negin Farhadi
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Dear Hiring Team,

My name is Negin Farhadi. I'm interested in working at your agency as a junior strategist. I believe I'm well-suited for this role because of my cultural fluency, psychoanalytic training, and honed narrative skills.

Over the last year, I have worked extensively in the film industry — spanning international and local film festivals, on-set, and in production offices. In commercial production, I worked both as a production assistant as well as an office assistant, writing international visa documentation and workflow optimization for brands such as ASUS and Therabody. At the Santa Barbara International Film Festival, I managed high-security VIP ingress points, in charge of making real-time decisions under pressure. At the Toronto International Film Festival, I communicated with hundreds of patrons daily in a front-of-house role, adapting to rapidly changing information while maintaining clear, effective communication amidst high-stakes conditions. These experiences demonstrate my ability to analyze constraints, adapt strategically, and create working solutions. I attribute these skills to my perceptive nature, collaborative spirit, and deep understanding of the behavioural patterns across diverse audiences.

With respect to my personal background, I was born in Denmark to Iranian parents, immigrating to Canada when I was a child. I was educated at the University of Toronto with a degree in philosophy, specializing in psychoanalysis, where my research focused on understanding human psychology at both individual and collective scales. This training in analyzing human motivation extends well beyond academics and into every project I undertake. My projects have consistently required me to research audience psychology and develop insight-driven solutions to real problems. For example, as a student, I designed and pitched a social media app for connecting people with shared interests, conducting user research and developing stakeholder presentations for startup events. When I wrote and directed my short film, I applied similar strategic approaches: articulating the creative vision, aligning collaborators, and leading a production team, action-to-wrap. That capacity to weave social truths and art into ways that resonate has been at the forefront of everything I've built and everything I do.

What I possess is a composite of intellectual rigour, creative instinct, operational capability, narrative grace, and a genuine curiosity about all things human. I'd welcome the chance to contribute that to your team.

Warmest regards,

Negin Farhadi