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Self-Sponsored
Residence

ABOUT ME

I am an experienced marketing communications professional with a strong skill set in on-ground activations, digital campaigns, and e-commerce marketing. My technical expertise includes creative content creation, UI/UX design, SEO, and publishing. I am passionate about driving measurable, ROI-focused results and building impactful brand experiences.

LANGUAGE

- English
- Urdu

EDUCATION

Bachelor of Computer & Arts

Karachi Institute of Economics & Technology
Pakistan

SKILLS

Management Skills



E-Commerce



Digital Marketing



Content Creation



Critical Thinking



Graphics & UI/UX Design



AI & Data Tools



Online Marketing



EXPERIENCE



Unmatched Quality Tiles

Deputy Manager Marketing

Shabbir Tiles & Ceramics Ltd.,
Karachi, Pakistan

Dec 2020 –
Sept 2025

- Planned & Executed Emporium Launch Digital & Conventional Campaigns across Pakistan to increasing brand awareness & ROI.
- Led digital transformation by integrating AI-Chatbot on STILE's website – first of its kind in Pakistan's tile industry.
- Managed SEO/SEM, Google Ads, and social media campaigns, improving engagement and qualified leads.
- Produced multimedia content (videos, animations, visuals) for social media marketing, events promotions, and STILE's digital screens displays.
- Interactive tools: STILE Connect Portal, STILE Virtual Tour, STILE Visualizer, and STILE Calculator.
- Development of STILE Magazines, Catalog designing and Marketing assets for 8+ product collections.
- E-commerce Ready Website Revamp Project Completed for future company goals.



Digital Media Manager

Ithaca Capital Pvt. Ltd., Karachi, Pakistan

Jul 2019 –
Dec 2020

- Built and managed E-commerce platforms for brands like Converse, Puma, and Hertz Pakistan.
- Executed social media marketing and influencer collaborations, driving online sales growth.
- Implemented CRM systems and WhatsApp Business automation for customer engagement.
- Oversaw Facebook Marketplace integration and campaign reporting.
- Directed digital coverage for Converse store launch event with live social broadcasts.



CERTIFICATIONS

Google: Ads, Analytics, Web Designer, Digital Sales, Project Initiation

Coursera: Project Management (Google), Data Analytics (IBM), Generative AI (in progress)

LinkedIn Learning: AI for Marketing, Advertising on LinkedIn, Social Media Strategy

Udemy: Facebook Ads, Social Media Marketing, After Effects

Twitter Flight School: Executive Leadership

Other: Performance Management, NLP, DigiMark16 (Jang Media Group)

TECHNICAL PROFICIENCIES

- **Digital Tools:** Google Ads, Meta Ads Manager, Hootsuite, Data Studio, ChatGPT
- **Design:** Adobe Photoshop, Illustrator, Premiere, After Effects, InDesign
- **Web:** Shopify, WordPress, Magento, HTML5
- **Office:** Microsoft Office Suite, Apple Keynote

KEY TECHNICAL PROJECTS

- **STILE Projects:** Pakistan Super League (PSL 2024 & 2025), Majestic STILE Of Pakistan, STILE Prestige of Pakistan, STILE AI Chatbot, STILE Website, STILE Android WebView App Development, STILE Calculator STILE Visualizer, STILE Virtual Tour, STILE Connect (CRM).
- **E-commerce:** UrbanMENA.com, Waniyallc.com, STILE.com.pk, EdgeStore.pk, Pharmacity & Bellevie Pakistan
- **Digital Campaign:** Augmented Reality Ads for Jang Media Group



Marketing Services Associate

Jang Media Group
(Pakistan's Largest Media Group)

Aug 2015 –
Jan 2019

- Designed and developed multimedia content for Jang Media Group's digital platforms, enhancing user engagement and content visibility.
- Led the implementation of responsive HTML5 ad campaigns using Google Web Designer, improving ad performance and cross-device compatibility.
- Pioneered the introduction of 2D animated advertisements, offering clients innovative digital solutions and increasing ad interaction rates.
- Managed and maintained the digital content database, ensuring organized access and consistent branding across multiple channels.
- Produced high-quality audio and video content for marketing campaigns, corporate events, and brand storytelling initiatives.
- Delivered Pakistan's first Augmented Reality-integrated newspaper ad for Jang Newspaper, setting a benchmark for interactive advertising in the print industry.

Business Developer / Multimedia Designer

Negative Productions – Karachi, Pakistan

Feb 2009 –
Jul 2015

- Collaborated on branding, creative direction, and multimedia design for client campaigns across diverse industries.
- Developed strong foundational skills in graphic design, video editing, animation, and motion graphics, using Adobe Creative Suite tools.
- Supported business development initiatives by aligning creative concepts with marketing strategies to attract new clients.
- Designed presentations, promotional content, and visuals for internal and external events, improving project communication and client engagement.
- Gained hands-on experience managing cross-functional collaboration between design, production, and client service teams.
- Contributed to multiple successful multimedia projects that strengthened the company's creative portfolio.