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**Saba Shah**

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**Objective**

15+ years’ professional with experience in advertising, print and event media in both advertising agencies as Creative Manager and in multi-national/ private corporations as Marketing Manager. Seeking a challenging position where my 15+ years of skills, experience and passion for design will be utilized to the fullest potential in the field of creative graphic design, marketing and communications’ development.

**Work History**

* **Marketing Consultancy**

July 2017 - present

(Clients: Byco Petroleum, The Indus Hospital, Adamjeelife, Karachi School of Business & Leadership (KSBL), The Akram Foundation and more)

* ***Marketing Manager***, The City School International, Karachi, Pakistan

Aug 2016 – Jul 2017

* ***In-house Graphic Designer***, The Aman Foundation, Karachi, Pakistan

Jul 2013 – Aug 2016

* ***Consultant/ In-house Graphic Designer***, Mazars in Pakistan,Karachi, Pakistan

Sept 2010 – Jan 2013

* ***Marketing Manager***, BMA Capital (affiliate of Abraaj Capital, Dubai), Karachi, Pakistan

Nov 2008 – Sep 2010

* ***Creative Manager***, HeadLion Advertising, Karachi, Pakistan

Jun 2007 – Apr 2008

* ***Trainer/ HR Manager***, Cell-X (Pvt.) Limited, Karachi, Pakistan

Jan 2006 – Jun 2007

* ***New Media Manager***, Enabling Technologies, Karachi, Pakistan

Oct 2001 – Aug 2005

* ***Trainee Visualizer; Design Internship***, OHI Advertising & Publicity Co. (affiliate ofDDB Worldwide) Muscat, Sultanate of Oman

2001

* ***Creative Manager***, Big Bang Communications Limited, Karachi, Pakistan

2000

* ***Creative Visualizer***, RLintas Advertising Agency, Karachi, Pakistan

1998 – 2000

* ***Design Internee***, Spectrum Advertising (affiliate of Young & Rubicum), Karachi, Pakistan

1998

**Freelance and Personal Projects**

*PERSONAL*

* ***Volunteer work*** with Vietnamese Refugee children in Hong Kong, 1989
* ***Volunteer work backstage***, Pakistan Squash Championships Fashion Show, Karachi, Pakistan 1993
* ***Volunteer work backstage***, De Beers Launch Fashion Show, Karachi, Pakistan, 1993
* ***Voice recording of Automated Operator*** for Soneri Bank Limited, Paktel
* Communications and Islamic Investment Bank Limited, 1994

*FREELANCE DESIGN*

* ***Brochure Design***: Al Abbas Fabrics Pvt. Ltd.– April 2005, Karachi
* ***Event (print & web)***: Abacus Consulting Collateral – Jan 2006, Karachi
* ***Website Design Revamp***: Oxford Knitting Mills Ltd. – March 2009, Karachi
* ***Calendar, Leaflets & more***: Links Educational Foundation School – May 2010, Karachi

**Education**

* ***High School Diploma***, Hong Kong International School, Hong Kong, 1990
* ***Bachelor of Communication Design***, Indus Valley School of Art & Architecture, Karachi, Pakistan, 1998

**Technical Knowledge**

* ***Software Expertise:*** Macromedia Freehand MX (11), Adobe Illustrator, Adobe Photoshop, Microsoft, MAC Platform, Windows
* ***Modules:*** Concept Creation, Design, Visualization, Events, Concept writing, Copy-writing, Graphic Design, Marketing, Communications, Branding

**LinkedIn Design Portfolio:**

<https://pk.linkedin.com/in/saba-shah-34bba33>