

ROZINA PUNJWANI

CREATIVE STRATEGIST | BRAND STORYTELLING | AI-POWERED SOLUTIONS

CONTACT

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Strategic creative enthusiast with 8+ years of experience developing innovative advertising solutions for global brands. Proven success in understanding client business objectives to deliver compelling creative strategies that drive brand growth and video investment. Adept at partnering with account teams to identify opportunities and present inspiring creative recommendations to senior stakeholders. Passionate about integrating emerging AI tools into the creative process to push boundaries and achieve extraordinary outcomes.

CORE COMPETENCIES

- Creative Strategy & Ideation
- Client Relationship & Stakeholder Advisory
- Integrated Media & Campaign Planning
- Data-Driven Creative Optimization
- Cross-Functional Collaboration
- Adobe Creative Suite | Google Analytics | WordPress | Elementor

WORK EXPERIENCE

Marketing Specialist | A1 Dynamics Ltd. | Canada

OCT 2024 – MAR 2025

- Developed and executed the digital marketing strategy for B2B software solutions, directly supporting lead generation and partner acquisition.
- Spearheaded website redesign and SEO strategy, resulting in a 40% increase in organic traffic.
- Created and managed digital asset and email campaigns to grab leads.
- Analyzed weekly performance data to guide strategic adjustments and maximize marketing ROI.

Graphic Designer & Content Developer | Excellencia Learning

FEB 2021 – AUG 2022

- Designed branded educational content for digital platforms, ensuring accessibility and audience engagement.
- Partnered with educators to align messaging with learner needs and platform goals.

Freelance Graphic Designer | Self Employed

FEB 2018 – JAN 2021

- Created brand identity systems and campaign assets for lifestyle startups and nonprofits.
- Designed cohesive content across Instagram, YouTube, and packaging, reflecting brand voice and visual standards.
- Partnered with clients to align creative execution with evolving consumer trends and cultural insights.

Assistant Marketing Manager | Grand Insight | Pakistan

APR 2017 – JAN 2018

- Created and led the execution of quarterly marketing plans, developing creative briefing and promotional strategy from conception to launch.
- Strengthened key client relationships and continuously monitored campaign KPIs, delivering performance reports with actionable insights.

Media Executive | ADCOMM DMCC | UAE

FEB 2016 – MAR 2017

- Liaised directly with clients to develop annual advertising strategies and creative campaigns, building trusted relationships and understanding regional market needs.
- Supported the full retail launch of Alcatel Mobile in Pakistan, contributing to the creative and promotional strategy for a multi-unit retail rollout.

Account Executive | Manhattan International (PVT.) Ltd. | Pakistan

MAR 2015 – SEP 2016

- Executed trade marketing initiatives and POS strategies to drive retail sell-through and brand visibility.
- Coordinated campaign execution and audience targeting initiatives across franchise-style outlets.

Associate Media Planner | Brainchild Communications | Pakistan

MAY 2014 – FEB 2015

- Developed understanding of client business objectives for Mondelez portfolios (Tang, Cadbury), translating them into innovative creative and media strategies that achieved a 30% sales uplift.
- Presented compelling creative recommendations and performance reports to senior client stakeholders, aligning strategies with brand goals and market insights.
- Directed integrated campaign execution across TV, digital video, and in-store merchandising, ensuring creative excellence and brand consistency.

PROJECTS & CAMPAIGNS

- **Mondelez (Tang & Cadbury) Campaigns:** Developed and executed integrated creative strategies, managing budgets and achieving a 30% sales increase for Tang by leveraging precise audience targeting and channel optimization.
- **Alcatel Mobile Brand Launch:** Supported market entry creative strategy and media planning, achieving a strong Q1 launch in a competitive retail environment.
- **Digital Innovation for Cadbury Pakistan:** Led digital ideation and creative buying strategy, improving overall campaign efficiency and audience engagement.

CERTIFICATIONS | 2025

- **Career Essentials in Generative AI** – Microsoft & LinkedIn Learning
- **Introduction to Generative AI** – Google Cloud Skills Boost
- **Google Ads Display Certification** – Google
- **Inbound Marketing Certification** – HubSpot Academy
- **Writing for the Web** – LinkedIn Learning

EDUCATION

Seneca Polytechnic, Canada | Dec'2025

Diploma in Business Marketing | GPA: 4.0 Dean's and Honour's List

SZABIST, Pakistan | 2014

Bachelor of Business Administration – Marketing

ACHIEVEMENTS

- **Campaign Success** | Planned and executed Tang media strategy, 30% sales increase
- **Digital Innovation** | Led digital ideation for Cadbury Pakistan
- **Winner** | Advertising Competition | Young Leaders' & Entrepreneurs' Summit
- **Dean's & Honor's list** | Seneca Polytechnic & Collin College
- **Commendation Certificate** | Girls Guide Association Pakistan

COMMUNITY ENGAGEMENT

Girls Guide Association Pakistan

Environmental and community welfare initiatives.

INTERESTS

Sports | Pets | Baking | Travel | Music