

# SCHEHZAIB ANJUM

# COVER LETTER

CONTACT INFO

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The journey that led me to the dynamic world of digital marketing and content creation started with a pixelated adventure in karachi. since then, i have been captivated by the stories behind video games and anime, the designs, the limitless characters and the storylines of each universe. this fascination ignited a passion for storytelling and creative expression that would shape my future. despite initially pursuing a degree in media sciences, i quickly realised that my true calling lay outside the confines of a classroom - where the synergy between art and technology meets; where creativity blends with strategy in the ever-evolving digital landscape.

As a digital creative, i thrive on conceptualising ideas that resonate with diverse audiences. i am the kind of creative who finds inspiration in the most unexpected places; drawing from the rich storytelling of miyazaki's films and the intricate plots of games like "steins;gate," i bring these varied influences into my work, crafting engaging content that tells a compelling story and builds strong connections with audiences. as a multipotentialite, my curiosity lies in fashion, cinema (yes, anime is cinema), gaming, music, and above all, anything that has a gripping story; all of which feed into my creative process.

People say digital marketers have the analytics of sherlock holmes and the creativity of salvador dali; but sometimes it feels more like herding cats while juggling flaming torches. i like to think of myself as the digital world's swiss army knife—versatile, resourceful, and ready for anything. despite the chaos, i've learned to navigate the digital circus with a healthy dose of wit and a touch of satire. after all, if we can't laugh at the absurdity of an ever-changing algorithm or the latest social media trend, we might just go mad. not saying i'm stoic (or am i?) humour has become my secret weapon, keeping both the team and myself grounded as we ride the waves of digital evolution.

Currently, I Am A Freelance Digital Creative, Eager To Learn And Prove Myself In Every Project I Undertake. In My Previous Roles, I Crafted Digital Marketing Strategies, Managed Content For Social Media And Websites, Optimised SEO And SEM, And Executed Email Campaigns. I Grew Social Media Presences, Analysed KPIs For Performance Insights, And Built Relationships With Influencers And Partners To Enhance Brand Visibility And Promote Events. From Brainstorming Innovative Strategies To Leading A Team With Finesse, My Approach Is Both Dynamic And Adaptable. My Street-Smart Instincts, Coupled With A Knack For Bringing Out The Best In My Team, Ensure That We Not Only Meet But Exceed Our Goals. My Skills In Team Management, Communication, And Relationship-Building Form The Foundation That Makes Every Collaboration A Solid Success.

My Creative Journey Through Various Roles Has Equipped Me With A Diverse And Fun Skill Set With A Unique Perspective On All Things Digital. I Am Excited About The Possibility Of Bringing My Passion, Creativity, And Strategic Insight To Your Agency. I Look Forward To The Opportunity To Discuss How My Background, Skills, And Enthusiasm Can Contribute Towards Groundbreaking Work And Accelerate Your Team.

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## O1

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## EDUCATION

	O2	O3	O4
Iqra University - Karachi BS Media Sciences [.18-.20]	FREELANCE Digital Creative/Copywriter 2017-Current	#Copywriting #Digital Content Creation #Problem Solving #Art Direction #Leadership #Strategy #Adaptability #Research #Critical Thinking #Concept Development	
Govt. Girls Degree College - Karachi [.16-.18]	ABTACH Digital Content Writer Executive Karachi, Pakistan 2019-2020		
Nishan-e-Haider Alma Mater - Karachi [.13-.16] * [.09-.10]	NX3 Digital Copywriter (Freelance) New York, USA 2021		
Army Public School - Karachi [.06-.09]	Workflow Hub Digital Content Marketer Karachi, Pakistan 2020-2021	English Urdu Punjabi	Fluent Fluent Fluent
St. Luke's Convent - Karachi [.10-.13] * [.03-.06]	FT.WA Studio Digital Creative Karachi, Pakistan 2020-2023		

## BRANDS

O6
Food and Beverage Sweet Snacking (Bimbo Bakeries USA) Rule Breaker Snacks (New York)
Healthcare and Wellness Manhattan Medical Arts (New York) Syra Aesthetics (New York)
Marketing and Advertising NX3 Corporation (New York) Marketing Blink (New Jersey)

## Fashion and Apparel

Marc Kaufman Furs (New York)  
Generation (Pakistan)

## Hospitality

Laree Adda (New Jersey)

## Corporates

HFA (Pakistan)  
JSaunders Law Firm (USA)