

MOHIBULLAH PANJWANI



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Flat A19, 5th Floor, Al Saharafi Building,
Al Hamriya, Dubai.

EDUCATION

MBA IN MARKETING

SZABIST | 2018 - 2020
3.3/4 GPA

BBA IN MARKETING

Iqra University | 2014 - 2018
3.2/4 GPA

ADDITIONAL SKILLS

- Project Management Skills
- Hands on with Digital Marketing
- Excellent Communication Skills

ACHIVEMENTS

- Successful launch of Play Safe campaign – only platform in Pakistan for Sex Education for Durex.
- Awarded Effies Gold for best use of social media via Moment marketing for Durex
- Won Effies Silver Award in the category of Household supplies and services for the campaign Dengue Ab Nahi for Mortein.
- Overachieved the number of leads for Al Meezan Investments via digital campaign by 95%.
- Launched Chili Mili Challenge – includes content creation, Influencer management, and recording of entries.
- Achieved ROAS of 8 for itel Pakistan on Azaadi sale.

CAMPAIGN MANAGER

WORK EXPERIENCE

FEB 2023 – PRESENT

CAMPAIGN MANAGER

XPERTISE CREATIVE STUDIO, DUBAI

Responsibilities:

- Successfully generated qualified and filtered leads for Real Estate Clients
- Managed Xpertise's own branded campaigns to increase the clientele.

MAY 2022 – JANUARY 2023

SENIOR MEDIA PLANNER

MEDIAVEST PAKISTAN

Responsibilities:

- Planned and executed all digital marketing, including SEM, marketing database, email, social media, and display advertising campaigns.
- Worked with internal and external digital marketing teams to devise the strategy and approach to drive Sales and increase ROAS.
- Making custom and lookalike audiences by extracting data from Meta Pixel and Google Analytics.
- Writing performance copies, Adding Keywords, terms, and negative keywords to be top on the list.

Clients: Government of Pakistan, Foodpanda, Dubai Islamic Bank, iTel, Unity Foods, Shafaq Cooking Oil etc.

FEB 2021 – MAY 2022

ACCOUNT MANAGER

ADCOM ZENITH – PUBLICIS GROUPE

Responsibilities:

- Liaison between the agency and clients, assisting them with their requirements while keeping a win-win situation for both.
- Managed Day to Day tasks ensuring smooth delivery.
- Contributed actively to the formulation and articulation of MarCom strategy for assigned accounts.
- Acted as a brand custodian for account brands and took ownership of the growth and positioning of the brands.
- Identified opportunities to up-sell and cross-sell other services or enhance the current scope.
- Lead briefing to execution for critical campaigns.
- Monitoring team members' performance, ensuring all project deliverables are streamlined with the objectives set.

Clients: Reckitt MENA and Reckitt Pakistan

MAY 2017 – DECEMBER 2020

SOCIAL MEDIA MANAGER

THINK TANK DIGITAL

Responsibilities:

- Managed and developed content calendar calendars for each platform in collaboration.

Clients: Candyland, Sable Vogue, Zohan Textile, Sobremesa etc