

SANA SHAKEEL SHAMS

+92 3333551985

sana.shakeel14.ss@gmail.com

<https://www.linkedin.com/in/sana-shakeel-255111147/>

PROFESSIONAL EXPERIENCE:

Manager Planning



Brainchild Communications (Publicis Groupe) May 2022 – Ongoing | Karachi, PK

- Spearheaded the digital vertical agency-wide, managing a diverse portfolio of over USD 3.5M across 13+ clients
- Negotiate agency-wide digital deals with key strategic partners; Google, Meta, Tik Tok, Inmobi etc
- Led strategic planning, driving upselling, cross-selling, and client pitches, while spearheading ongoing business strategies
- Oversee all digital billings & business projections pertaining to digital across the agency

Integrated Content & Communications Lead



Digitz Digitas

Jan 2022- May 2022 | Karachi, PK

- Managed a diverse portfolio of cluster brands, including GSK, Tetra Pak, L'Oréal, Tapal, Biscoff, National Foods and others
- Delivered exceptional communication and projects, fostering strong client relationships while partnering with agencies
- Successfully contributed to new client acquisition (80:20 win/loss ratio) by actively participating in pitches for Digitz Digitas
- Automated community management to reduce reporting lag-time by up to 1000% by creating moderation dashboard on tools
- Developed robust, integrated social media strategies to drive brand engagement and advocacy, leveraging innovative approaches

Creative Manager



Digitz Digitas

Jul 2021- Dec 2021 | Karachi, PK

- Drive the development and execution of innovative global creative strategies, aligning with client brand guidelines and objectives
- Lead and inspire a team of creative professionals, fostering collaboration and delivering exceptional creative work
- Stay abreast of industry trends and technologies to incorporate cutting-edge creative solutions into client campaigns
- Negotiated year-long deals with key publishers and influencers to deliver value add-ons worth up to 20%
- Successfully launched multiple digital projects for National Foods Limited PK, including initiatives such as new packaging and product innovation

Social Media Manager



Digitz Digitas

Jun 2019– Jun 2021 | Karachi, PK

- Managed digital communication & content for National Foods (Local & Global) and Tetra Pak GMEA region
- Led social media management for Gulf Food Manufacturing Event in Dubai as Tetra Pak's Social Media Manager
- Monitored and analyzed social media performance using advanced analytics
- Managed and executed innovative social media campaigns, leveraging emerging platforms and trends to drive viral reach and user-generated content
- Delivered best in class digital campaigns for L'Oréal, National Foods thereby winning back-to-back Dragons of Asia, Effie and Digi Awards

Associate Social Media Manager



Digitz Digitas

Oct 2018-Jun 2019 | Karachi, PK

- Enhanced brand visibility and engagement globally through comprehensive content media strategies
- Successfully grew social media following and engagement metrics, resulting in increased brand awareness and customer loyalty

Social Media Executive



Orient McCann (McCann World Group)

Jan 2018 – Sep 2018 | Karachi, PK

- Social Executive with a diverse portfolio including KFC, Veet, BYCO, Kolson, EBM, Suzuki, Huawei, and more.
- Responsible for holistic content management, strategy development, media planning, and reporting
 - > Designation History
 - Social Media Exec - 2018 - Nov 18
 - Management Trainee - 2017- Jan 19
 - Internship - 2017 (4 Weeks)

Adjunct Faculty (MBA)



SZABIST Karachi Campus

Aug 2019 – Ongoing | Karachi, PK

- Teaching Strategic Marketing
- Teaching Digital Marketing (Elective)

EDUCATIONAL BACKGROUND

Master's in Business Administration (MBA)

Sep 2017 -Dec 2018 | Karachi, PK

SZABIST Karachi Campus

- Majors in Marketing
- 100% merit scholarship

Bachelor's in Business Administration (BBA)

Aug 2013- May 2017 | Karachi, PK

SZABIST Karachi Campus

- Majors in Marketing
- Gold Medalist
- 100% merit scholarship



CERTIFICATIONS

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| • Creative Strategy Professional (Facebook Blueprint) | 2022 |
| • Google Bluebelt Certification | 2019 |

PERSONAL PASSION POINTS

- Avid traveler, exploring diverse cultures and immersing myself in new experiences
- Food enthusiast, constantly seeking out culinary adventures and experimenting with global cuisines
- Fitness enthusiast, maintaining an active lifestyle through activities like running, yoga, and strength training
- Compelling and Persuasive Public Speaker