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## MARKETING AND COMMUNICATION SPECIALIST

Experienced marketing professional with a strong focus on digital marketing, skilled in content strategy, innovative campaign creation, concept development, and social media management. Excels in merging creativity with strategic thinking to craft compelling campaigns that drive results and enhance brand visibility.

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## KEY COMPETENCIES

Marketing Strategy	Social Media Management	Copywriting and Proof-reading
Campaign Creation	Creative Problem Solving	Proactive and Self-motivated
Concept Development	Team Collaboration	Exceptional Organisational Skills

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## EDUCATION

MS Mass Communications and Media Studies - Greenwich University (2024)

BS Mass Communications and Media Studies - Greenwich University (2019)

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## PROFESSIONAL EXPERIENCE

### ARY Digital Network

Social Media Manager, Marketing

**June 2022 - Present**

Marketing Executive

**March 2021 - November 2021**

Strategizing and executing diverse social media campaigns across platforms for primarily ARY Digital & A Sports. Demonstrated ability in crafting impactful content and directing its production, while effectively leading graphic designers and social media managers to create promotional materials for dramas, sports events, and feature films. Actively staying updated on latest social media trends to produce engaging BTS content and ensure brand resonance.

### Symmetry Digital

Senior Creative Associate

**Nov 2021 - March 2023**

Experienced in idea mapping, concept development, and copywriting for leading brands such as HBL, P&G, Unilever, Colgate-Palmolive, etc. Skilled in crafting creative content for TV and digital commercials, managing digital campaigns, and collaborating on idea and pitch decks for global clients under Creative Manager supervision.

### East River

Community Manager

**July 2019 - October 2019**

Managing digital content creation, community engagement, and web traffic analysis for Continental Biscuits and Engro Foundation. Creating engaging content across social media, PR, events, and activations, and implementing initiatives to boost community engagement.

### Samaa TV

**April 2019 to June 2019**

Social Media Trainee

Social Media Intern

### Express News

**September 2017 - October 2017**

Research Intern