

SUMMARY

- Planned and executed integrated marketing strategies and campaigns that boosted brand awareness, built audiences, engaged customers that drove vertical business growth
- Leading and influencing multidisciplinary, cross-functional teams and stakeholders such as agencies, products and segments, marketing and digital teams to deliver results
- Proven track record of exceeding customer acquisition, achieve online subscriptions, and increase sales through digital channels

ACHIEVEMENTS

- Planned and executed successful partnership with Pakistan Super League 2019 for a major telecom player that resulted in significant uptake in sales through digital channels and amassed 11 million impressions, 5.1 million reach with 1.12 million digital PR worth (Earned)
- Launched an online film for a dominant force in telecom marketplace. The film ended up winning the PAS 2017 award for best in PR
- Engaged and guided PR agencies to conduct a nationwide talent hunt for a telecom
- Responsible for making a leading telecommunications client become "Socially Devoted" on Social Bakers by planning and executing tailored digital campaigns to achieve the objective

WORK EXPERIENCE

2019-01 - Present	<div>Associate Planning Manager</div> <div>Mirum Agency/JWT Grey</div> <ul style="list-style-type: none">• Leading a major telecom's digital projects to carve their digital identity by cultivating a multi-channel presence on all their audiences' preferred platforms• Defining budgets, supervising outsourced & internal developers, production, design and digital media agencies• Making sure that digital marketing efforts translate into a cohesive strategy to ensure brand consistency• Collaborating with different stakeholders to deliver an effective digital strategy and through innovative ideas achieve business goals• Recruited to overhaul existing digital properties, and also responsible for the planning, development and implementation of new processes
2017-06 - 2018-12	<div>Manager Strategy</div> <div>The Brand Crew</div> <ul style="list-style-type: none">• Developed a holistic digital strategy for the brand that connects to its online consumer• Developing solutions to meet clients' objectives based on consumer insight and data. Formulated social media content strategy with consumer insights and data• Planning the content creation process from ideation to execution• Recommendations and defining digital way forward for the brand. Analyse existing digital assets from both a technical and non-technical standpoint• Propose venturing into new platforms while strengthening existing platforms• Implement this strategy in as efficient and well-organized manner possible• Report upon the impact of the strategy and make recommendations for further improvements
2014-01 - 2017-06	<div>Social Media Manager</div> <div>Adcom Leo Burnett</div> <ul style="list-style-type: none">• Directly work on social media analytical tools(Social Bakers, Google Analytics, Crimson Hexagon-Language Agnostic Listening tool)• Measure and report performance of all digital marketing campaigns, and assess against goals(ROI and KPIs)• Working on the creative side of the organization to spur up new ideas• Building brand persona for corporate clients coupled with social media planning and digital marketing strategy• Helped launch biggest Twitter campaign #LiveBanter for 2014 Fifa World Cup

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STRENGTHS

- Internal & External Stakeholders Management
- Strategic Planning & Execution
- Team and Cross-Functional Leadership
- Multi-faceted Campaign Management

SKILLS

- Mobile Marketing
Cross-media reach and effectiveness of mobile versus other media, Closely follow consumer trends on mobile
- Listening Skills
Identifying target audience needs, Establish good relations with customer base, Gauge brand perception, Sentiment Analysis
- Social Bakers
Post Campaign Results, Competitors Analysis & Auditing
- Google Analytics
Data Visualization, Reporting, Behavioral Changes

TRAININGS

which accumulated unparalleled numbers across the board at that time

- Google Green Belt
- NPC For Telcos
- Building Brand Persona

2011-06 -
2014-01

Communication Specialist

Allainet

- Managed the Prime Product of the Company-(Generated most revenue for the company)
- Training and development of technical writers
- Maximized the volume of inbound organic traffic from search engines to website
- Led and managed a team of 15 writers in offices nationwide
- Assigned daily tasks to the team while edited their articles on daily basis
- Quality check on written material; check for appropriateness before launch on website

2010-09 -
2010-12

Logistics & Facilitation

British Council | Islamabad

- Situational reporting, process mapping of the entire project on Microsoft Visio, and quality assurance reporting
- Overseeing 'Regional Policy Dialogue' project to ensure it meets its goals, timeline and budget
- Protocol assistance of 200+ delegates from 7 different countries
- Agenda Briefing on cultural events

2008-09 -
2009-02

Copy Writer

Orient Advertising | Islamabad

- Edit or rewrite existing copy as deemed necessary and submit copy for approval by supervisor
- Write advertising copy for use by publication, broadcaster or internet media
- Proposal formulation for projects & prospective clients presentation on proposals or drafts suggested

EDUCATION

2006 - 2008

Bachelors in Arts

Major in Economics

2008 - 2010

Masters In Sciences of Development Studies

Iqra University

Development studies is an interdisciplinary branch of social sciences that is concerned with the economic and social development of countries.

Master's degree programs in development studies have an international focus.