



57 PROFILE

Enthusiastic, creative and innovative team player with hands-on experience in advertising and communication roles. Talented writer missions and visions through positive leadership, collaborative skills and a desire to cultivate relationships. Possesses excellent communication skills, strong managerial and interpersonal skills; seeking a team-oriented challenging atmosphere, where skills can be



PROFESSIONAL EXPERIENCE

Creative Manager Interflow Communications 2017-2018

Intern Communication Officer Hashoo Foundation

Creative Executive Interflow Communications

Marketing & Training Executive

EXPERTISE Copy-writing for Digital, PR, TV. Print & Radio Creative Content & Script Concepts Story-boarding Team Management Brand Narratives Creative Briefs Research

> SKILLS Leadership Internal & External Brand Communication Writing & Editing Creative Content Planning Written & Verbal

Developed comprehensive campaigns across all media

Receive and effectively interpret marketing briefs

Generate and present campaign ideas, write scripts and create storyboards that are effective across all media

Market research for various campaigns

Creatively coordinated my team and resources

Project management strength - able to plan, prioritize, organize, and delegate work effectively

 Implemented and improved internal communications system between three offices.

 Created and coordinated content for branding collateral, social media, monthly newsletter, success stories, and short videos.

 Took briefs, transcribed documentaries, wrote copy for internal marketing and products across digital, radio as well as print mediums.

Liaise with other internal creative teams and departments as necessary specifically in maximizing the sharing of creative work and minimizing duplication as appropriate

Spearheaded creative visual merchandising

Led successful conversion primary & secondary school curriculum onto Promethean software and trained teachers to navigate the software.

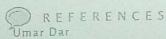


EDUCATION

Masters in Defence & Strategic Studies

Bachelors in Political Science & Islamic History University of Azad Jammu Kashmir

Bachelors in Business Administration Nust Business School



Creating Director, Interflow Communications.

Faisal Hashmi Account Director, Interflow Communications.

INTERESTS