

■ Profile

I'm a brand and marketing strategist. At Strategos, I managed Xiaomi and POCO Pakistan accounts through 20+ product launches, taking each from insight and big idea to creative and execution. Today I build brands and manage marketing for real estate and ecommerce brands, using AI to do it faster. I did my MBA from IBA KHI.

■ Professional Experience

Independent | Brand, Growth and AI Marketing

Feb '26 – Present

- Grew MyProperties' monthly revenue by 30% through leads from my Meta and Google campaigns for residential and commercial projects, without hiring a team.
- Developed MyProperties website independently for under \$20, a >99% saving on agency quotes, and set its SEO roadmap and optimized performance using Microsoft Clarity and PageSpeed audits.
- Revamped Initials by Anna, a leather handbag ecommerce brand: run its ads, content, social and website.

Adcom Leo Burnett | Associate Manager, Strategy

Dec '25 – Feb '26

- Developed brand and launch strategy for Samsung, Bata, Askari Bank, House of Nurpur, Etihad Town and Kruncheese, from consumer insight to big idea.
- Helped win the Kruncheese pitch; the Samsung S25 Ramadan, Bata "Make Your Way" and Etihad Farmhouses strategies were approved by the clients.
- Built House of Nurpur's 2026 brand essence, "Taste the love", and a five year plan to scale it across 5 product lines.
- Ran market and competitor research, store visits and consumer interviews to find positioning gaps.

Strategos Media Solutions | Account Manager → Senior Account Manager

Nov '23 – Dec '25

- Promoted to Senior Account Manager within a year; ran agency operations reporting directly to the CEO.
- Ran the agency's largest accounts, Xiaomi Pakistan and POCO Pakistan, leading everything in Strategos' scope: social, TikTok, events, live streams and assets for PR, OOH, and print.
- Managed 20+ product launches end to end, incl. Redmi Note 13, Xiaomi 14 and 14T, Redmi 13, 14C and A5, POCO X6, F6 and X7, coordinating a 20 person team.
- Built launch strategies from consumer insight and competitor positioning, with campaigns like "Paanch ka Punch" (Redmi A5), "Magic on Display" (14C) and #MyIconicShot.
- Drove 4,000+ entries in under 2 weeks with an Eid framed photo campaign; produced TikTok content from concept and talent to shoot.
- Played a key role in a 25% retainer increase and winning Xiaomi's TikTok content contract; recognised by Xiaomi ME Region and HQ.
- Led digital for Urban Rattan's Dubai to Lahore launch (10.5M reach, PKR 1.3M media across Pakistan and KSA) and 15+ other clients.

LATOKEN CEX | Listing Manager

Jun '23 – Nov '23

- Beat the monthly target by 10% with 40+ hot leads from Telegram, LinkedIn, Discord and X.
- Ran Apollo and Dripify outreach campaigns and created listing promotion content.

Dirty Dragon | Account Executive

Jul '20 – Aug '21

- Ran marketing for Hubb Foods and Crave Knight: calendars, briefs, ad copy, Meta Ads.
- Handled client communication, approvals and weekly performance tracking.

Kualitatem | Marketing Associate

Oct '19 – Jun '20

- Wrote SEO blogs and case studies; managed social scheduling and performance reporting.

■ Educational Background

MBA – Institute of Business Administration (IBA) Karachi

2021 – 2023

Key Courses: Adv. Brand Management, Food Products Marketing, and Marketing Management

BSc. Double Majors in Economics and Marketing – Lahore School of Economics (LSE)

2015 – 2019

■ Skills

Strategy:	Brand positioning, brand essence and architecture, consumer insight, competitor analysis, communication territories, pitch decks.
Marketing:	360° launches, social media, Meta and Google Ads, lead generation, SEO, Microsoft Clarity, reporting.
AI and Creative:	Claude Code, Higgsfield, Midjourney, Runway, Kling, GPT Images, Adobe Creative Cloud, Canva, video editing.
Certifications:	Coursera (Digital Transformation, Business Analytics, F&B Management), LSE (Digital Marketing, Graphic Design). GMAT 650, IELTS 7.5.