

EDUCATION

RIPHAH INTERNATIONAL UNIVERSITY

Riphah Institute of Media Sciences

BS. Media Studies

GPA: 3.84/4.00

Islamabad, Pakistan
2010-2014

Concentration: Film & Documentary

Honors: Chancellor Gold Medal;

President – Film Society;

Winner – 60 seconds intl. film festival;

BEACONOUSE INTERNATIONAL SCHOOL

A Level

Media Studies, Art & Design, Computer Studies

Honors: President – Media Club

Vice President – Chess Club

Islamabad, Pakistan
2008-2010

EXPERIENCE

Impact BBDO

Creative Lead

Dubai, UAE
2020 – Present

- As part of the Dubai Economic Agenda (D33), accelerating Dubai Tourism's role in contributing to the country's economy through its **retail, lifestyle and gastronomy** pillar
- Leading the social transformation across Shamal's **leisure & entertainment** portfolio of xDubai, Kite Beach, Skydive Dubai & Deep Dive Dubai
- Successful Relaunch of BBDO's social & creator wing, contributing to **AED 6M+** in overall business growth.
- Leading the **digital transformation** of BBDO's social and digital portfolio through best practices, creative growth plans & cross-platform training.
- Featured on Campaign Brief Middle East for “**Top 10 Campaigns of the Year**” (2021) and “**Top 10 Cinema Ads of the Year**” (2023)

BBDO Pakistan

Creative Director

Lahore, Pakistan
2019-2020

- Launched Yaris, Toyota's biggest 360 automobile campaign in Pakistan.
- Successful implementation of always-on strategies across BBDO's client portfolio.
- Lead and **won the biggest pitch** in the company's history to secure Reckitt.

Associate Creative Director

2017-2019

- Lead all digital/social pitches with a win rate of 90%.
- Worked on 3 **award-winning social impact** campaigns with UN WOMEN, while bootstrapping on a limited budget.
- Creative Lead on 3 seasons of the famed music reality show: **Pepsi Battle of the Bands**.
- Won the **first Shorty Award in the region** for 7Up: Best use of Pre-roll in a campaign.

Digital Creative Group Head

2015-2017

- Through impactful social-driven campaigns, increased PepsiCo's overall social presence by over 20%, adding to its share of voice on new social platforms.
- Lead the creative & social launch of Remake the Boxer, with British-Pakistani boxer Amir Khan, securing the **first Spikes Gold for a branded campaign** in the history of the region.
- Launched PepsiCo's energy drink portfolio on social, converting it into the **largest energy drink page** in the region.

ACHIEVEMENTS

- No. 22 Creative Director worldwide (2019) - The One Club for Creativity
- No. 22 Creative Director worldwide (2019) - The Drum Rankings
- No. 4 Creative of Pakistan (2020-21) - Campaign Brief Asia
- Speaker: TEDx - Lahore, White Square Festival - Romania, American University - Dubai
- 175+ International awards won including Cannes Lions, Clios, D&AD, LIA and more
- Jury member: New York Festival, Mobius Awards, PHNX, White Square, MadStars
- Featured in: Muse by Clio, Mashable, Adforum, Campaign Brief

CLIENT LIST

Pepsi, 7Up, Mountain Dew, Lays, Sting, Tropicana, Toyota, IKEA, VISA, Reckitt, UN Women, WWF, Dubai Tourism, Sky Dive Dubai, Deep Dive Dubai, xDubai

