



Shaikh Faisal Naeem

CREATIVE AND STRATEGY RESOURCE

INFO

Name

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SOCIAL

LinkedIn

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Facebook

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Instagram

instagram.com/imfaisalnaeem

ACTIVITIES

- Running
- Swimming
- Traveling
- Socializing with friends
- Listening music
- Watching movies

LANGUAGES

Urdu
English



PROFILE

A Media Sciences graduated in advertising from IQRA University with more than 3 years of experience. Able to work well both independently and as part of a productive team. Key skills will include campaign creation, creative direction, communication strategy, account management & team management.



EDUCATION

2014 - 2018

Iqra University (Main Campus)

Bachelors in Media Sciences (Advertising)



SKILLS & EXPERTIZE

- Excellent communication & presentation skills
- Conceive and implement creative concepts
- Excellent command in strategic and creative thinking process
- Proficient with Adobe Suite and MS Office
- Project management Skills
- Ability to lead
- A team player who strongly believe in teamwork
- Client service/ Account management skills



WORK EXPERIENCE

2021 - Present

Manhattan International-OMD (ATL/Digital)

Mar.21 - Present Creative Manager (ATL/Digital)

Working as a Creative Manager for Conventional and Digital, my core responsibilities are to lead the creative ideation process, decode briefs and ideate the pitch for DVC, TVC, Digital, and Print Campaign. Ideate and brief the art and design department to get the best out of the brief. Pitching the solution to the clients.

Achievements:

- Lead creative on Sonier Bank's conventional end, launched numerous products for their commercial and retail banking along with yearly major projects such as Annual Report, Calendar, Newsletter and etc.
- Created the communication plan for Soneri Bank's Mobile App launch including: main campaign, DVC ideas, mood films, storyboards, digital amplification and etc.
- Worked on various clients such as: IGLOO, VAVA Cars, Toyota Fortuner, Revo Rocco and etc.
- Participated in various pitches for conventional and digital.

2018 - to 2020

Helium Marketing Pvt. Ltd. (Digital)

Jan.20 - Feb 21 Creative & Strategy Manager (digital)

As a Creative Manager my core responsibility is to take on challenging requirements, decode the brief and ideate the pitch process while coming up with creative guidelines and pitching digital solutions to the clients while maintaining 80% of pitch winning rate.

Achievements:

- Giving my creative expertise for Helium's sister concerned US-based marketing agency get a privilege to work on a few high scales USVI's tourism communication campaign such as Reconnect With Paradise in collaboration with Pandora, Refinery29 and Paradise Jam.
- Created a content guideline for Bayer Crop Science and established social media presence.
- Established Rennie and Berocca social media presence and developed branded collaterals.
- Successfully executed Berocca PSL & Fitness Challenge with Ijaz Aslam campaign (Ideation, conceptualization, pre-production & direction)
- Developed emotional campaigns for the brand Masarrat Misbah Makeup.
- Successfully executed Rennie cooking show with Chef Farah on social media (Pre-production, Direction)
- Created brand identity & brand book for Castello



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Jan.19 - Dec.19 Asst. Manager Creative & Strategy (digital)

Responsible to oversee all operational activities and ideate creative campaigns for all clients while successfully handling all the production and development projects.

Achievements:

- Project manager of Sindlab website (QA, manage client & development team)
- Worked on MeatOne website (Content Ideation, Creative QA)
- Worked on Masarrat Misbah Makeup (Content Ideation, Creative QA)
- Project lead for Bayer Explainer video
- Project lead on Al-Murtaza showreel
- Worked on Diamond Foil Arabia (Content Ideation, Creative QA)
- Successfully created Baituti social media presence (Creative ideation & establish brand collateral)

Mar.18 - Dec.18 Social Media Executive (Project Based)

Worked directly with Mr Arif Alvi, President of Pakistan for The Million Tree Tsunami a CSR campaign. My core responsibilities include.

- Social Media Management
- Content Creation
- Live Coverage
- Reporting
- To Make My City Greener.

Achievements:

Successfully executed plant your pencil campaign, distributed plantable pencils among the primary students in Karachi to educate them about planting and its benefits.

2017 - 2018 Olive Digital

Sep.17 - Feb.18 Social Media Trainee (Project Based)

The inception of my career as a social media trainee where I successfully worked on "Azam e Naujawan" campaign an initiative by USAID to educate underprivileged kids. My core responsibilities include.

- Social Media Management
- Content Creation
- Live Coverage
- Reporting