

# Hassan Arshad



## Contact

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## About me

A multitasker individual and a passionate creative mind with hands on experience with tools of video, audio and graphics / animation, and acute knowledge of advertising, traditionally or digital, in an organized and time driven scale with attention to details.

\*I love to challenge my skills and learn something new every day to get more of knowledge and keep it with me for the best possible time it can be used and becomes a skill.

## Profile

Career kicks in 2008 with the world of advertising and passion for creativity leads through. Because creative minds are the visionaries behind every successful creative designed, for films, graphics, contents, visuals, web, digital media or brands. Hands on creative tools is a plus comes up with me in add-on skills. Which helps me to deliver at par during my career been on various positions as creative manager, director, consultant, mentor for advertising agencies, clients and business.

## Education

2014 - 2015

**Script, Screenplay and Digital Film Production**

National College Of Arts.

Professional track film diploma with digital film production study.

2007 - 2010

**Bachelor's in Mass Communication**

Allama Iqbal Open University.

T.V. / Radio Broadcasting, Advertising

## Professional Skills

CREATIVE DIRECTION



COMMUNICATION SKILLS



VIDEO (Direction, Film, Edit)



GRAPHIC DESIGN



ANIMATION



SOUND (Design, Voiceover)



DIGITAL ( Facebook, Google, E-Commerce)



## LANGUAGES

English

Hindi

Punjabi

## Experience

Dec 2022 - To Date.

**Digital Marketing, Social Media**(Creative & PR )

Golden Wing Travel & Tourism (Bahrain)

Digital Marketing Plans / Strategies for B2B & B2P.

Creatives for Social Media, Digital Platforms,

Facebook Ads, Google Ads, Digital Marketing Strategies,

Creatives Content for Digital, (Shot, Edit, Design)

Content Calender designs for Brand and promotions.

Creative Solutions for brand promotions, from pre to post productions

**JAN To MAR -2023.**

**Digital Media Performance Specialist (Creative)**

GNJ-Group (Bahrain)

Work in coordination with Marketing Team for digital media campaigns

For company brands,creatives (Plans & Execute)

Identify trends to perform best over digital media to achieve maximum ROI in paid search campaigns.

Optimize, creatives, copy and landing pages for paid search engine Marketing campaigns.

Research and analyze competitor advertising links.

Monitor trends using social media tools and analytics.

Measure brands performance on various social media channels and prepare periodic reports.

Conduct competitive analysis studies on brands, competitors, for future creative marketing plans and brand reach.

**CREATIVE:**

Defining and planning the new digital approach for company brands for digital media presentations (productions, creative, and graphics)

Writing copy, concepts and visualizations for creatives.

Designing digital media plans with brand managers for future promotions campaigns, and paid digital media campaigns.

**Apr 2022 - Sep 2022.**

**Director Marketing & PR**

Grand Heritage Hotel ( Naran, Pakistan)

Leading the Brand team with new ideas to maintain the brand image.

Marketing and promotional campaigns and brand communication.

Designing tailored marketing strategies for special Days, Clients,

Occasions, Weekly brand meeting for Digit Media marketing plans,

KPI-based supervision, day-to-day workflow design, project assignments.

and one-to-one assistance to team leads—budget and expense plans.

Project supervision, Product Shoots, Food,and interior for marketing purposes.

**Aug 2021 - Mar 2022.**

**Creative Director**

Fasttrack Communications Pvt. LTD. ( Peshawar, Pakistan )

In Charge of company's marketing efforts, Planing out advertisements, Campaigns,

Managing agency workflow for all the creative departments.

Creative Directions for the Audio, Visuals, and Graphics. (Conceive and Implement concepts)

Strategies (Creative, Digital, Social Media, ATL, BTL. TTL)

B2B Marketing. Event Management. Pitch presentations.

Creative and Digital Marketing strategies,



## Previous Experiences

**May 2021 - July 2022.**

**Creative Manager**

Golden Circle Advertising ( Lahore, Pakistan )

Producing copy for the daily tasks to manage social media accounts of Many brands such as Seasons Canola, Commander Pakistan, Waves, etc.

A/V Boards for pitching purposes.

Planing Shots for Digital Clients, preparing digital media post calenders,

**Mar 2021 - Apr 2021.**

**Content Manager (freelance)**

Ukaaj.com (property consultants) ( Lahore, Pakistan )

Ukaaj is a Digital intervention between the Traditional and digital age. responsible for the Brands content and managing the overall content, including A/V,

Graphics, social media creatives, strategies, web, and Blogs.

**Aug 2020 - Oct 2020.**

**Content Manager (freelance)**

D.M.O.S.E

Dmoose is a fitness Brand on Amazon which sells across the U.S.,U.K., and U.A.E.

Responsible for their Social media content/Video, Digital Ads and other platforms

Digital Productions of their fitness brand Ads, DVC, etc.

**Dec 2018 - May 2020.**

**Content Lead (Digital Media Marketing)**

Aodour Cosmetics E-Commerce ( Lahore, Pakistan)

Creative for the social media /Brand, in collaboration with Design Team,Shot plans for the New products (Photo/ Video / Graphic) Creative Direction for Video presentation /product reviews/product tutorials,

**Feb 2014 - Mar 2017.**

**Creative Manager (Advertising)**

Channel 7 Communications ( Lahore, Pakistan)

Concept writing for TV Commercials, Documentaries, Print, and Digital media, Copywriter,

Concept & Execution, 360 strategies for brands,

Content Development,

Direction, editing projects, audiovisual, visualizer, execution Of ideas Presentations for creative (Client Pitch)

### When i am free-lancing...

Since March 2020 Providing one-stop Creative Solutions to local and International Brands, under the hood of 197Films, for their Creatives as Creative Copywriter, Strategies for Social Media platforms/ Digital-Marketing/Funnels & Google ads, Creative Video Concepts, Product-Shots (Photo/ Visual) E-commerce Management, A/V Visualization, Scripts, Voice-over / Audio book narrator, Expressionist for international clients for Digital Media Ads, Animations, Turkish Content, Audio-books, Sound Design, folly, Audio Imaging, and more than a DIGITAL ADVERTISING AGENCY can give.

Note: Previous Experience are just hidden and can be brought forward on demand.