



FAZAL SHAMREZ KHAN

Brand Management, Creative Design and Digital Marketing



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Location: Al Karama, Dubai, UAE

RESIDING IN DUBAI - UAE

PROFILE:

As a Creative Professional specializing in Visual Design and Social Media Marketing, I have a proven track record of delivering high-quality visual design and digital marketing services to both local and international companies. With expertise in Adobe Creative Suite, WordPress, HTML/CSS, Figma, 3D Studio Max, and MS Office, I consistently create innovative and effective solutions that enhance brand visibility and engagement. My technical proficiency, combined with strategic thinking and leadership capabilities, enables me to drive successful marketing initiatives that align with organizational goals.

PROFESIONAL EXPERIENCE:

	Lead Graphics – Digital Marketing at Travco LLC (Mar 2024 till now) - UAE <i>Connect with team to understand project requirements and develop innovative concepts for various projects, including events, print materials, packaging, and digital designs. I oversee all design tasks, ensuring marketing materials, printables, and presentations align with brand guidelines. Also, manage on-site productions such as photoshoots / influencer marketing campaigns while maintaining brand consistency across all digital and print campaigns.</i>
	Exhibition Designer (3D and Print) at Limitless Solution LLC (Oct 2023 till March) - UAE <i>Responsible to design 3D designs and models for exhibitions and product launches. Maintaining company's brand guides. Dealing with clients for brief and presenting ideas. Leading creative visual plan for projects, events, prints, packaging and digital designs.</i>
 	Digital Media Manager for OPEN Program for Pakistan by U.S Consulate General Karachi and Islamabad at EVOLUTION (Jan 2022 – Sep 2023) <i>Responsible of digital media management and creation. Development of Web material, blogs and other digital publications. Maintaining Brand Image of all the Creatives & Event Campaigns as print, presentations, branding & Budgeting.</i>
	DIGITAL MARKETING MANAGER (Part – time) at SkyRocket Solutions (Jan 2021 –Dec 2021) <i>Responsible for client dealing in strategic planning, pitch presentations, project budgeting, and communications. Ensure to maintain all social media calendars for brands and creative content.</i>
 	Asst. Manager – Brands & Corporate Communication (joined as Brand Officer) at UNITED MARINE AGENCIES . (Mar 2015 till Dec 2020) <i>Manager for Brand Identity / Development / Management, Content generation, Visualization of innovative ideas, Vendor Management, Liaison with advertising agencies, Internal / External Communications, Contract Negotiations, Sponsorships Management, planning / Execution of events, coordinating & Plan for Publications.</i> GAC PAKISTAN Reporting to Manager Comms, established Brand & Corporate Communications Department for Pakistan. Also, Managing Sister Companies named SEA WORLD, INTEROCEAN CARGO SERVICES (ICS), UNITED GLOBAL SOLUTIONS Overall - managed 8 figure brand and procurement budget.
	
	Worked as UI/Graphic Designer at SAKURA DEALS (Project of Sakura Japan Corporation) (2014- 2015) : RESPONSIBILITIES: <i>Designed UI elements such as Icon, Banners, SVGs and Social Media platform graphics. Special Ads (Motion Graphics).</i>

[Click here >> Digital PORTFOLIO](#)

EDUCATION & CERTIFICATIONS

MULTIMEIDA QUALIFICATION:

2012 to 2014	MSP (2.5 years of Multimedia Specialist Program) from ARENA MULTIMEDIA North Nazimabad.
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ACADEMIC QUALIFICATIONS:

2020	MBA in Marketing - PAF-KIET Pakistan <i>Thesis: Determinants of Brand Extension Strategies and its impact on Brand Image</i>
2012	Bachelors in Commerce from University of Karachi.

SOFTWARE SKILLS:

- MS-OFFICE
- ADOBE Creative Suite
- **Adobe Firefly – AI Adobe Express**
- Figma and INPAGE
- Adobe After Effects, Adobe Premiere, Clipchamp, CapCut, Inshot etc.
- HTML, CSS and WordPress
- 3Ds MAX
- SUBLIME, cPanel and Hosting Management
- **GPT Astra / Codex – Complex Prompts**
SORA AI / Seedance 2.0 / Veo3– Video prompts

TRAINING CERTIFICATES:

- Teaching and Learning Process – *Afaq Education*
- Digital Marketing Trends and Strategies – *Coursera*
- Initial Branding and Its impact on Brand Image – *Arena Multimedia*

WORKSHOPS DELIVERED:

- Adobe Photoshop – Basics – *U.S. Dept. Of State's English Works Program 2022*
- Use of Social Media for Marketing

PROFESSIONAL SKILLS

- Digital Marketing – Plan and execution
- Budgeting and plan
- Contracting with vendors and procurement
- Project Management from Idea to launch
- Logo, Posters, Campaign designer and Visualizer.
- Pitch Decks, Mockups and Presentations
- Layouts (Web / App Templates)

- Animated Banners & Video Editing - Post Productions
- AI – Visual and Video generation (complex prompt)
- Typography / Animated Typography
- Digital Rendering + Material Mockups

INTERESTS

- Photography (Instagram [@fshamrez](#))
- Music, Netflix & Chill

PERSONAL INFORMATION

FATHER NAME	Firoz Yawar Khan
LOCATION	Al Karama, Dubai
DATE OF BIRTH	24 th January 1991
MARITAL STATUS	Married