Fazal Shamrez Khan

Creative Lead | Brand Strategy | Digital Marketing

Dubai, UAE · Open to full-time international remote roles
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Professional summary

I’m a Dubai-based creative professional bringing together brand management, visual design and digital marketing to build cohesive brand experiences. My work spans corporate communications, advertising, technology and travel. I combine an MBA in Marketing with hands-on design and production experience.

Professional experience

Lead Graphics – Digital Marketing | Travco LLC

Dubai, UAE · Current role
• Develop concepts for events, print, packaging and digital campaigns.
• Review marketing materials and presentations against brand guidelines.
• Oversee on-site photoshoots and influencer campaign production.

Exhibition Designer – 3D & Print | Limitless Solution LLC

UAE · October 2023–March 2024
• Designed 3D exhibition and product-launch environments.
• Presented concepts to clients and translated briefs into spatial layouts.
• Coordinated visual direction across event graphics and printed materials.

Digital Media Manager | EVOLUTION · OPEN Program

Pakistan · January 2022–September 2023
• Managed digital media and web content for the OPEN Program in Pakistan.
• Produced publications, event graphics and presentations.
• Managed campaign budgets and maintained the program’s visual identity.

Professional experience continued

Digital Marketing Manager (part-time) | SkyRocket Solutions

January–December 2021
• Developed strategic plans and client pitch presentations.
• Managed project budgets and client communications.
• Planned social content calendars and creative assets.

Asst. Manager – Brands & Corporate Communication | United Marine Agencies

Pakistan · March 2015–December 2020
• Managed brand identity, publications and internal and external communications.
• Coordinated advertising agencies, vendors, sponsorships and event production.
• Helped establish brand and corporate communications for GAC Pakistan.

UI / Graphic Designer | Sakura Deals · Sakura Japan Corporation

2014–2015
• Designed interface icons and SVG assets.
• Created banners and social media graphics.
• Produced motion graphics for advertising.

Education

MBA in Marketing, PAF-KIET Pakistan, 2020
Multimedia Specialist Program, Arena Multimedia, 2012–2014
Bachelor of Commerce, University of Karachi, 2012

Skills

Creative Direction & Leadership — Campaign concepts, creative planning, production oversight and collaboration across teams.
Brand Identity & Corporate Communications — Visual identity systems, brand guidelines, publications, presentations and integrated corporate design.
Digital Campaigns & Content — Marketing visuals, social campaigns, advertising assets and multi-channel content planning.
Production tools — Adobe Creative Suite, Figma, WordPress, HTML/CSS and 3ds Max.