

MUHAMMAD SAAD

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PROFILE SUMMARY

I am a versatile brand, marketing and communications strategist with over 13 years of experience across diverse industries and global markets. Adept at developing and executing brand strategies, digital marketing campaigns, and corporate communications that enhance visibility and engagement. Strong expertise in event management, stakeholder relations, and content development. A proactive leader with a data-driven mindset, skilled at aligning marketing initiatives with business objectives. Passionate about innovation, strategic storytelling, and creating impactful brand experiences.

PROFESSIONAL EXPERIENCE

Hemzo Media
Marketing & Communication Consultant (Contract)

Karachi, Pakistan
January 2026-Present

Providing marketing & communication support to the leadership team.

- Support leadership with marketing plan and strategic recommendations.
- Assist in providing consultation on messaging and communication approaches for social media platforms & email marketing campaigns.
- Support decision-making through basic market research and performance on the newsletter.

NHS Foundation Trust – Birmingham Community Healthcare
Communication Manager (Internal & External)

Birmingham, UK
December 2022-June 2025

Spearheaded communication strategies that enhanced BCHC's reputation as a top employer, supporting internal and external engagement through brochures, newsletters, blogs, events, webinars, and videos. Developed engaging social media content across platforms, driving audience interaction on Intranet, websites, Twitter, Facebook, and LinkedIn.

- Managed comprehensive internal/external communications, ensuring consistent messaging across departments, media, and government stakeholders to maintain organizational alignment.
- Served as primary spokesperson, handling media relations, press briefings, and crisis communications while protecting corporate reputation.
- Built strategic relationships with journalists and government agencies, securing positive coverage and ensuring regulatory compliance.
- Led NHS England's Annual Quality Assurance Report, aligning patient health/safety reporting with organizational vision for healthcare excellence.
- Developed 'BCHC Engage' app, enhancing communications for 4,000+ employees.
- Organized high-profile events including the Domestic Abuse Safeguarding Conference - managed vendor contracts, logistics, and 20+ stakeholder partnerships while achieving 60% increased engagement.
- Drove 80% visibility growth through PR campaigns and modernized internal comms (50% readership increase).

Achievement – Received an Award of “Learning From Excellence Award 2023” for successful planning & execution of the conference.

HQ Food Products
Sr. Marketing Manager

Birmingham, UK
March 2022-June 2022

HQ Food Products is a Birmingham-based Halal processed food company serving customers across the UK.

- Developed and executed targeted marketing strategies, including OOH advertising campaigns during Ramadan across the West Midlands, increasing brand awareness by 120%.
- Boosted user engagement by 70% through enhanced branding and content, effectively engaging both new and existing customers on social media.
- Coordinated the distribution of promotional materials in retail stores, resulting in a 50% sales increase, and led event outreach for food festivals across the UK to elevate brand presence and customer engagement.
- Managed relationships with external agencies, vendors, and stakeholders to ensure timely and cost-effective campaign execution, while monitoring performance to optimise results and achieve objectives.

Hisense
Brand & Marketing Director

Karachi, Pakistan
January 2021-February 2022

Hisense is the world's largest Chinese manufacturer of home electronic appliances, renowned for innovative and high-quality consumer technology.

- Developed and executed brand strategies to enhance visibility and increase market share in the competitive electronic appliances industry.
- Led impactful product launches by managing cross-functional teams and executing integrated marketing campaigns across digital, retail, and traditional channels, driving consumer awareness and adoption.
- Optimised multi-channel campaigns, boosting brand awareness, engagement, and conversions through targeted messaging and strategic media planning.
- Conducted in-depth market research to uncover emerging trends, analyse consumer behaviour, and identify growth opportunities, guiding new product development and marketing strategies.
- Built strong partnerships with vendors and stakeholders, ensuring smooth execution of marketing initiatives and fostering collaborative efforts to achieve business objectives.
- Led and mentored a high-performing marketing team, promoting cross-department collaboration to ensure alignment with business goals and drive performance.
- Monitored campaign performance using advanced analytics, providing actionable insights to improve ROI and continuously refine strategies to meet business objectives.

Few Key Achievements

- Successfully coordinated shop branding and in-store displays in collaboration with 17 vendors across 400 retail outlets, 8 company-owned stores, and 17 superstores, completing the project in just 10 months.
- Launched the Hisense 100" 4K Laser TV across 5 metro cities, attracting 500K customers in 5 weeks and achieving a 80% sales conversion rate.
- Organised and executed the Annual Sales Conference 2021 across 8 cities, communicating the new year's strategy to the management team and building future strategies with senior leadership.
- Achieved a record sales increase of 250% compared to the previous year through Trade Shows and Roadshow activations, setting a new milestone in the company's history.

**GSMA
Marketing Consultant (Contract)**

**UK & Pakistan
September 2020-December 2020**

GSMA is a global industry association representing mobile network operators and driving the advancement of mobile technology and connectivity worldwide. Hired by GSMA UK as a marketing consultant for Sehat Kahani, GSMA biggest telehealth startup client in Pakistan.

- Designed and implemented tailored marketing strategies to align with the company's business objectives and drive growth across key markets.
- Conducted thorough market research and analysed consumer behaviour to identify trends, opportunities, and competitive advantages for the business.
- Managed the execution of integrated marketing campaigns across digital, social, and traditional channels, optimising performance for maximum reach and engagement.
- Led brand positioning efforts, ensuring consistency in messaging, visual identity, and value propositions across all touchpoints.
- Monitored and analysed campaign performance, providing actionable insights and recommendations to enhance marketing effectiveness and business outcomes.

Few Key Achievements

- Launched the Tele-ICU Project with UNDP and UNFPA, offering virtual support to critical care specialists in under-served regions.
- Elevated Google Play Store ranking to #2 through a targeted Google Ads campaign, boosting visibility and downloads.
- Increased app downloads and sign-ups by 60% in four months, significantly driving user acquisition.
- Grew daily traffic to the official website and app from 30,000 to 50,000.
- Secured exceptional media coverage, enhancing brand recognition and reinforcing a positive public image.

**10 Pearls – Information Technology
Corporate Communication Manager**

**Karachi, Pakistan
February 2019-August 2020**

10Pearls is a global technology and digital transformation company specializing in software development and innovation.

- Developed and executed internal and external communication strategies to enhance brand visibility, promote company values, and improve employee engagement.
- Managed relationships with media outlets, journalists, and industry influencers to secure press coverage and amplify key corporate messages.
- Led the creation of corporate content, including press releases, newsletters, blog posts, and speeches, ensuring consistent messaging aligned with company goals.
- Acted as a key liaison during crisis communication, providing timely, clear information to both internal and external stakeholders to manage company reputation.
- Organised corporate events, conferences, and webinars, and managed communication efforts with stakeholders, investors, and

partners to strengthen brand presence and relationships.

Few Key Achievements

- Orchestrated the successful 10Pearls AI Summit with 35 industry speakers, securing 90% media coverage across digital, electronic, and print platforms, significantly enhancing the company's tech sector reputation.
- Organised the Women Tech Quest (WTQ) initiative, engaging over 1,200 women in coding, design, and development competitions to break barriers in tech.
- Led 10Pearls' Empower Foundation campaigns focused on social impact, driving education initiatives and supporting communities during the COVID-19 crisis.

Landmark PR, Events & Digital – Affiliate of OMD PHD MENA
Senior Account Manager – Digital (Social Media) & PR

Dubai, UAE
March 2015-December 2018

Leading agency specializing in innovative public relations, impactful event management, and data-driven digital & social media marketing strategies, delivering exceptional results across the MENA region.

Clients: Infiniti Motors, Nissan Motors, Kaya Skin Clinic, Ideal Standard Gulf, Samsonite, American Tourist, Dunkin Donuts, Green Valley International Real Estate, Sterling Parfums, Etude House Middle East, Hisense Middle East, Giordano, Huawei

- Oversaw end-to-end client relationships, ensuring seamless execution of integrated digital, PR, and event strategies while driving business growth.
- Developed and managed social media campaigns, influencer partnerships, and paid media strategies to amplify brand reach and engagement.
- Led the planning, promotion, and execution of live events & digital activations, ensuring maximum brand exposure and audience participation.
- Developed crisis communication plans, managed real-time media responses, and mitigated potential PR risks to protect brand reputation.
- Supervised cross-functional teams, mentoring junior staff while coordinating with designers, content creators, and external partners to deliver high-impact campaigns.

Few Key Achievements

- ***Etude House Middle East:*** Launched Etude House in UAE, KSA, and Kuwait, collaborating with 60 influencers for 70% media coverage, achieving 5 million reach and 60% consumer engagement via impactful social media campaigns.
- ***Hisense Middle East:*** Led Hisense's FIFA World Cup 2018 campaign with social media, mall activations, and in-store promotions, resulting in an 80% increase in customer engagement through a micro website.
- ***Infiniti Motors:*** Managed product launches, test drives, mall activations, and internal/external corporate events, including roadshows and joint ventures.

CMC Pvt. Ltd. – Affiliate of Ketchum
Sr. Account Executive

Karachi, Pakistan
October 2011-February 2015

A results-driven PR agency excelling in media outreach, brand communication, and reputation management strategies.

Clients: P&G, Nestle, Microsoft, Teradata, Indus Motor Company, K-Electric, Bank Alfalah, National Foods, Silk Bank

- Acted as the primary client contact, developing and executing PR strategies for multiple accounts to enhance brand awareness and reputation.
- Built strong relationships with journalists, influencers, and media outlets, securing high-profile press coverage across digital, print, and broadcast platforms.
- Crafted compelling press releases, articles, and thought leadership pieces, ensuring consistency in brand messaging across channels.
- Managed end-to-end PR campaigns, from strategy development to execution, including influencer partnerships, event planning, and digital PR strategies.
- Monitored media coverage, provided performance insights, and supported clients with crisis communication strategies.

Few Key Achievements

- Managed and executed over five high-profile PR programmes for P&G, establishing strong relationships with media and government stakeholders. Key campaigns included the Proud Sponsors of MOM Launch, Dermatologist Week for Head & Shoulders, and the SOS Village CSR campaign.
- Successfully led crisis management efforts for Nestlé Pakistan, addressing major concerns in Sindh and Punjab, and implementing strategic communication measures to protect the brand's reputation.
- Conducted media training sessions for Nestlé Pakistan, equipping top management, sales professionals, and milk sellers with the skills to effectively handle crisis situations.

EDUCATION

MBA - Marketing, Institute of Business Management – 2014

BBA (Hons) - Marketing, Institute of Business Management - 2012

CERTIFICATIONS

Thinkbox - TV Masters: Issued Jan 2023

Hubspot – Inbound Marketing

Google Marketing Platform: Display & Video 360 + Campaign Manager 360 (in progress)