

# Zain Al Abdeen

PR & Marketing Professional



## Career Summary

Accomplished Content Specialist and Marketing Professional with over 5 years of experience in the fashion, public relations, and digital marketing sectors. Proven track record in managing client accounts, developing engaging content, executing successful marketing campaigns, and managing digital PR strategies. Adept at driving brand engagement, increasing online sales, and enhancing social media presence. Seeking to leverage my skills and experience to contribute to a dynamic team.

## Work Experience

### Content Writer

Apr 2023 – May 2024

Asim Jofa, Karachi, Pakistan

- Developed over 30 unique fashion collection concepts leading to a 15% increase in brand engagement.
- Authored 1000+ product descriptions and 55+ fashion write-ups each quarter contributing to a 20% uplift in online sales.
- Crafted 200+ pieces of promotional content including advertisements and newsletters resulting in a 25% growth in subscriber base.
- Maintained brand voice across 10+ communication channels enhancing brand recognition by 30% among the target audience.
- Conducted weekly trend analyses integrating findings into content that spiked consumer interest by 40%.
- Monitored industry news and consumer insights leading to a content strategy that aligned with current trends and consumer behavior increasing social media traffic by 35%.
- Partnered with design and marketing teams on 12 major campaigns per year producing content that improved SEO rankings by 20%.

### Freelance PR & Brand Consultant

May 2022 - Mar 2023

Zayn Sarbazzy.com, Karachi, Pakistan

- Developed PR and Social Media Strategies creating content, executing influencer campaigns and working on enhancement of brand recognition.
- Collaborating with graphic designers, photographers and third parties to ensure deliverables meet the requirements.

Major Clients: Shehrnaz.com and Ensemble Pakistan

### Associate Marketing Manager

Jan 2022 – Apr 2022

Image PK 1993, Karachi, Pakistan

- Launched 2 major marketing campaigns for Printkari'22 and Lawnkari'22 combining conventional, digital and influencer marketing resulting in a 10% increase in audience reach and engagement.
- Rolled out 1 strategic public relations campaign and enhanced social media presence achieving a 5% growth in social media followers from universities targeting 18-28-year-old girls.
- Performed 3 mall activations at Dolmen Mall Karachi and 1 Corporate Social Responsibility (CSR) program for women, ensuring brand value alignment and contributing to a 5% uplift in local brand recognition.
- Oversaw Above The Line (ATL), Below The Line (BTL), and Out Of Home (OOH) operations, improving agency and vendor relationships, which led to a 10% cost-saving on marketing materials.
- Used Integrated Marketing Communications (IMCs) for content ideation for collection launches.

## Contact

- [zaynsarbazzy@gmail.com](mailto:zaynsarbazzy@gmail.com)
- +971 509231941
- [linkedin.com/in/zaynsarbazzy](https://www.linkedin.com/in/zaynsarbazzy)
- [facebook.com/zaynsarbazzyy](https://www.facebook.com/zaynsarbazzyy)
- [instagram.com/zaynsarbazzy](https://www.instagram.com/zaynsarbazzy)  
[instagram.com/theapocryphonmag](https://www.instagram.com/theapocryphonmag)
- [www.zaynsarbazzy.com](http://www.zaynsarbazzy.com)
- Dubai, UAE

## Core Skills

- Content Creation & Editing, Copywriting
- Project Management
- Community Engagement
- Social Media Marketing
- Trend Analysis & Competitive Research
- Public Relations Campaign
- Crisis Management & Communication
- Press Release Writing & Distribution
- Brand Reputation Management
- Creative Eye
- Software Tools: Microsoft Office Suite, Canva, In-shot, Adobe Lightroom, Slack, Meta Business Suit, CMS - Wordpress

## Creative Projects

Directed Music Videos: Ni Ranjha and Yaad:  
<https://bit.ly/3x0Js4m>

Collaborated with Underground Artist as lyricist and rapper:  
<https://bit.ly/3VdXSr8>

## Publications

Hip In Pakistan:  
[hipinpakistan.com/authors/135/zayn-sarbazzy](https://hipinpakistan.com/authors/135/zayn-sarbazzy)

The Apocryphon Magazine:  
[theapocryphon.co/author/zaynsarbazzy](https://theapocryphon.co/author/zaynsarbazzy)

## Digital & PR Account Manager

Jul 2019 – Aug 2021

Mind Map Communications, Karachi, Pakistan

- Developed and implemented digital marketing and PR strategies for clients, ensuring alignment with their business objectives.
- Handled client relationships as the primary point of contact, ensuring 100% client satisfaction and a 30% increase in repeat business.
- Monitored and analyzed campaign performances, providing data-driven insights that led to a 15% average improvement in campaign effectiveness and a 20% increase in ROI.
- Created and supervised budgets for 2 music video projects, maintaining 95% budget compliance and delivering 10% cost savings through efficient resource allocation.
- Successfully executed multiple PR activations, including #KIAGetFitPakistan 2019, L'Oreal Professional #HFTPakistan, and #KarachiEat20.
- Supervised 80+ product, fashion, celebrity, and commercial shoots improving relationships with key industry professionals, resulting in an increase in collaborations and media coverage.
- Directed day-to-day operations of Publications Edition.pk, Hip in Pakistan, Eats Official and The Brown Identity ensuring 100% content quality and 20% growth in website traffic and engagement metrics.

Major Clients: L'Oreal Pakistan, KIA Pakistan, ARY, Express Entertainment, Tony & Guy, Essentials PK, Shamaeel Ansari, Shehrnaz, Ensemble Pakistan, Zaheer Abbas, Atiqa Odho Cosmetics.

Major Talents: Farah Essa, Urshia Hussain, Ali Hamza, Ali Ansari, Mashal Khan, Ahsan Khan.

## Social Media Manager

Jun 2018 – Jul 2019

Deepak Perwani, Karachi, Pakistan

- Developed strategies to increase sales and profitability, including comprehensive e-commerce sales and marketing plans, resulting in a 20% increase in online sales.
- Successfully organized Deepak Perwani's First Solo Show in collaboration with Fashion Pakistan 2018, attended by over 500 guests, generating significant media coverage.
- Managed website and social media accounts, handling online business transactions efficiently, which contributed to a 25% increase in overall sales.
- Created, scheduled, and published over 1,000 pieces of compelling content, including posts, stories, videos, and live sessions, leading to a 10% growth in followers.

## Oppo

Jan 2017 – Jun 2018

Sales Promoter, Karachi, Pakistan

- Drove sales with excellent customer service, achieving a 25% increase in sales.
- Participated in promotional events and product launches, enhancing brand awareness.
- Ensured retail locations were well-stocked and presentable with prominently displayed Oppo products.

## IT Admin

Aug 2016 – Jan 2017

The Smart School, Karachi, Pakistan

- Prepared over 30+ exam papers, announcements, notes, and school forms annually for students and faculty.
- Conducted regular maintenance and repairs on 10+ computers, projectors, and LAN systems in the IT room.
- Installed, configured, and troubleshoot hardware, software, and networking systems, ensuring 99% uptime for technology resources.

## Education

Bachelors in Political Science  
University of Balochistan,  
Quetta, Pakistan.

Certificate of Proficiency in  
Information Systems Management,  
Aptech  
Karachi, Pakistan.

## Professional Development

Fundamentals of Digital Marketing  
Google Digital Garage  
(CERTIFICATE ID: Q9Y7XCU9H)

Introduction to Digital Journalism  
Reuters

Data Science Foundation  
Great Learning

Academic IELTS  
British Council  
(Listening: 7.0, Reading: 5.5,  
Writing: 5.5, Speaking: 7.0)

## Language

English (Fluent)  
Urdu (Fluent)  
Balochi (Native)