

HELLO I'M FAHAD ALVI

CREATIVE LEAD & MARKETER

ABOUT ME

Creative Lead and Integrated Marketer with over 20 years of experience in visual communication, brand development, and integrated marketing in leadership roles. Proven ability to lead cross-functional teams and deliver high-impact creative work and campaigns across digital and print, producing brand-aligned content that drives engagement and growth. Offers a well-rounded perspective with experience on both the client and agency sides, having served as a Creative & Brand Manager and collaborated with leading agencies such as Spectrum Y&R, and Manhattan International. Successfully delivered impactful work for top-tier brands like SkyElectric, The Coffee Club, GIFA, GIFR and many more.



Phone. +971-58-191 3552

Email. mfahadalvi@outlook.com

Driving License. Dubai (Valid)

Address. Dubai, United Arab Emirates

CORE COMPETENCIES



VISUAL COMMUNICATION



BRAND DEVELOPMENT



INTEGRATED MARKETING



USER EXPERIENCE

CAREER MILESTONES

Completed 20 years combined in creative and marketing leadership, with a strong record in strategic execution and global delivery.

- + Led a nationwide 360° campaign and received the Outstanding Performance Award for managing a PKR 320m budget with maximum ROI.
- + Created Global Islamic Finance Reports and managed high-profile GIFA events. Delivered impactful creative work for internationally recognized publications and platforms.

WORK EXPERIENCE

Creative Lead & Marketer

Cygnus Telecom LLC | Dubai, United Arab Emirates

Nov 2023 - Present

- + Initiated and developed brand aligned marketing materials and campaigns across digital, print, and web platforms for Cygnus Telecom and its affiliated brands in retail, e-commerce, real estate, and technology, resulting in a significant increase in customer engagement and overall brand awareness.
- + Built end to end creative and marketing processes, collaborating with cross functional teams to deliver high impact artworks and optimized digital strategies, driving measurable sales growth and enhancing project efficiency across multiple simultaneous initiatives.

BRANDING

MARKETING STRATEGY

PRINT DESIGN

VIDEO & MOTION DESIGN

Manager Digital Outreach

Inbox Business Technologies | Islamabad, Pakistan

Jul 2022 - Dec 2022

- + Developed and implemented digital strategies to enhance brand presence predominantly on Linked-in, and other social media channels, resulting in increased community engagement and stronger online visibility. Collaborated with cross functional teams and influencer to ensure cohesive messaging.
- + Managed budgets to maximize ROI and played a key role in Gitex Global 2022 by contributing to stall design, event branding, marketing collaterals, and coordinating with P@SHA and Tech Destination Pakistan for pass issuance and portal operations.

BRAND VISIBILITY

EVENT BRANDING

SOCIAL MEDIA

COLLATERALS



TECHNICAL SKILLS



EDUCATION

2010 – 2011

Diploma in Graphic Design

Trade Testing Professional Council, Est. Under Skill Development Association, Govt. of Punjab, Pakistan

2023 – 2026 (Expected)

Associate Degree in Computer Science

Virtual University of Pakistan

2011 – 2013

Higher Secondary School Certificate

Rawalpindi Board of Intermediate & Secondary Education

2008 – 2010

Certified Accounting Technician

Association of Chartered Certified Accountants (UK)

WORK EXPERIENCE

Creative and Brand Manager

Nov 2018 - May 2022

SkyElectric PVT Ltd. | Islamabad, Pakistan

- + Managed nationwide 360° marketing campaigns across TV, ATL, BTL, digital, print, and outdoor channels, overseeing creative execution from concept to delivery. Executed a PKR 320 million marketing budget, strategically allocating resources to maximize ROI and campaign effectiveness.
- + Established strong vendor partnerships with production houses, media buying agencies, and creative teams. Led cross-functional teams to ensure efficient operations and high-quality campaign delivery; earned the Outstanding Performance Award in the marketing department.

360° MARKETING

TVC PRODUCTION

VENDOR MANAGEMENT

AWARD

Senior Creative Designer

Aug 2016 - Jul 2017

Innovate Advertising & Marketing | Abu Dhabi, UAE

- + Designed and developed compelling brand identities and digital assets for campaigns for multiple clients, collaborating with teams to increase online engagement. Led a team of two designers, managing the full design process from concept to delivery while ensuring quality and timely execution.
- + Managed client relationships and collaborated with marketing and product teams to align creative assets with business objectives, delivering innovative, on-brand solutions that enhanced customer engagement and supported consistent brand messaging.

BRAND IDENTITY

LEADERSHIP

CLIENT RELATIONSHIP

DIGITAL & PRINT

Manager Design & Publications

May 2014 - Sep 2016

Edbiz Consulting PVT Ltd. | Islamabad, Pakistan

- + Produced and launched flagship financial publications including the Global Islamic Finance Report, Islamic Wealth Management Report, and ISFIRE Magazine, contributing to global distribution and significant revenue growth.
- + Led strategic collaborations with international event agencies to organize high-profile events such as GIFA (Bahrain & Indonesia), IRBA (Dubai), and the Global Good Governance Awards (Malaysia).

PUBLICATIONS

INTERNATIONAL EVENTS

BRANDING

DIGITAL & PRINT

Lead Designer

Feb 2013 - Apr 2014

Valor Pharmaceuticals PVT Ltd. | Islamabad, Pakistan

- + Designed product packaging and marketing materials that effectively communicated the benefits of the medicine to both doctors and consumers. Collaborated closely with printing vendors to ensure smooth production, timely delivery, and consistently high-quality printed materials.

MARKETING MATERIALS

PRODUCT PACKAGING

VENDOR MANAGEMENT

Graphic Designer

Jan 2011 - Oct 2012

Roots School System PVT Ltd. | Islamabad, Pakistan

- + Designed the school's prospectus, curriculum books, marketing and event collaterals, banners, and digital artworks for web and social media. Collaborated closely with the Curriculum and Marketing Departments to create high-quality, purpose-driven visual content across print and digital platforms.

READING MATERIAL

PROSPECTUS

CURRICULUM BOOKS

PRINT DESIGNS

CERTIFICATIONS

2022

Digital Marketing Strategy

SimpliLearn, Credential ID: 3683570

2022

Advanced Social Media
Certification Program

SimpliLearn, Credential ID: 3192307

2021

Digital Marketing 101

SimpliLearn, Credential ID: 3683570

AWARDS

2019

Outstanding Performance

Marketing Department, SkyElectric

2011

Committed and Outstanding
Designer

Marketing Dept., Roots School System

LANGUAGES

✦ English
Professional✦ Urdu
Native

INTERESTS



Photos



Sports



Travel

REFERENCES

MS. AKSHITA KHURANA

Marketing Manager

Cygnus Telecom LLC, Dubai, UAE

Tel. +971-58-641-2040

Email. akshita.khurana@cygnus.co

MS. SAIEDAH AL ABBAS

Creative Director

MCE, Abu Dhabi, UAE

Tel. +971-56-860-0345

Email. s.azzam@mce.com

WORK EXPERIENCE

Graphic Designer

SAAD PrintoPack PVT Ltd. | Rawalpindi, Pakistan

Nov 2007 - Jul 2010

- + Created diverse graphic designs and printed materials for clients, including major banks such as Askari Bank and Khushhali Bank, ensuring cost-efficiency and timely delivery. Maintained strong client communication to coordinate assets and uphold alignment throughout the creative process.

PRINT & GRAPHIC DESIGN

PRINT PRODUCTION

CLIENT MANAGEMENT

Graphic Designer

PAP-Board PVT Ltd. | Rawalpindi, Pakistan

Apr 2006 - Oct 2007

- + Led end-to-end publication design projects, collaborating within a team to deliver high-quality outcomes. Notably designed the comprehensive 2007 prospectus for Riphah International University, showcasing strong project management and attention to detail.

PUBLICATIONS

COLLABORATION

LAYOUTS

ATTENTION TO DETAIL

Graphic Designer

Future Printers | Rawalpindi, Pakistan

Jun 2004 - Mar 2006

- + Managed print publications and design projects from concept to final production, overseeing every stage of the process. Independently handled the entire design lifecycle for various publications, demonstrating a strong ability to execute projects from start to finish.

PRINT PUBLICATIONS

LAYOUTS

PRINT PRODUCTION

GRAPHIC DESIGN

CAPTIVATING DESIGN STORIES SINCE 2004.

Be



in



CAPTIVATING DESIGN STORIES SINCE 2004.

CAPTIVATING DESIGN STORIES SINCE 2004.

LET'S WORK TOGETHER

CONTACT INFO

Phone. +971-58-191-3552

Email. mfahadalvi@outlook.com

Address. Dubai, UAE.

SCAN QR FOR
PORTFOLIO