



SABIH AHMED KHAN

DIGITAL MARKETING COORDINATOR

Contact

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Unit 704, Building 15, Jumeirah Garden City, Dubai, UAE.

Portfolio: <http://bit.ly/3ZK2E1q>

Citizenship: Pakistani 🇵🇰

Date of birth: 06 May, 1998

Visa Status: Residence Visa

Skills

- Microsoft Office
- Organizational skills
- Social Media Strategy
- Social Media Analytics
- Community Management
- Customer Service
- Paid Advertising
- Influencer Marketing
- Trend Awareness
- SEO Knowledge
- Project Management
- Networking
- Communication skills
- Competition Research

Language

English 

Urdu 

Professional Summary

Creative and dedicated digital marketing and content specialist with hands-on experience working with global brands in Pakistan and now in Dubai. After successfully managing freelance projects and transitioning into a full-time role in the real estate sector, I have developed a strong understanding of marketing in a competitive and dynamic market like Dubai.

My current responsibilities include videography and editing for real estate agents, designing marketing materials using Canva for both digital and print, managing social media platforms to increase brand visibility, and executing email campaigns to generate leads. I also oversee website development and maintenance, manage community engagement, and organize corporate events and internal office functions.

Although the real estate industry provided valuable exposure, I'm now seeking a more creatively driven opportunity — ideally with a brand that values innovation and forward-thinking marketing strategies. I am eager to grow professionally, learn continuously, and bring out-of-the-box ideas to life through engaging content and digital storytelling.

Professional Experience

► Digital Marketing Coordinator

Emperor Homes Property - Dubai

May 2024 - To Date

Responsibility:

- Videography and edits for each real estate agent and company official platforms
- Graphic designing via Canva for digital media and printing
- Leads generation via Email campaigns
- Website Development and Monitoring
- Event Management for corporate meetups and office internal events
- Manage social media accounts to boost brand visibility
- Organize marketing databases and customer information
- Collaborate with cross-functional teams
- Monitor and report on marketing campaign performance
- Stay updated on industry trends for strategy enhancement
- Community management (Comments | Messages | Groups)
- Social Media Analytics
- Create location-based landing pages
- Practicing basic animation techniques for social media and marketing videos
- Monitor all the major developers projects and launches

Education

- **Master of Business Administration in Marketing**
SZABIST - Karachi
September 2021 to March 2023
- **Bachelor of Business Administration in Marketing** Iqra
University - Karachi
January 2017 to December 2020
- **Intermediate in Pre Engineering**
Jinnah Government College - Karachi
April 2014 to April 2016
- **Matriculation in Science**
St Patrick's High School - Karachi
April 2012 to April 2014

Professional Experience

- **Social Media Manager**
Cubicus Solution - Karachi
April 2023 to October 2023
Responsibility:
 - Strategy development
 - Monitoring trends
 - Content creation
 - Training and education
 - Ad Copy Writing
 - Strategic planning and audience research.
 - Creating brand awareness through content
 - Community Management
 - Conventional Marketing
- **Social Media Manager**
Publicis | Red Communication Arts - Karachi
April 2022 to March 2023
Responsibility:
 - Content creation for social media posts
 - Ad Copy Writing
 - Strategic planning after research on latest market trends
 - Collaborated with high-profile clients, celebrities and industry influencers
 - Creating brand awareness through content
 - Community Management
 - PR Campaigns
 - Collaboration with production teams on Campaigns
- **Social Media Executive**
Surmawala Group of Companies - Karachi
September 2021 to January 2022
Responsibility:
 - Build social media presence
 - Content Creation
 - Ad Copy Writing
 - Research on competition
 - Creating brand awareness through content
- **Marketing Executive**
Flair It - Karachi
July 2019 to June 2021
Responsibility:
 - Vendor Management
 - Client Service
 - Event Management