



SABIH AHMED KHAN

DIGITAL MARKETING SPECIALIST

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🚗 Valid UAE Driving License

📍 704, Jumeirah Garden 15, Dubai

ABOUT ME

Creative and dedicated digital marketing and content specialist with experience working with global brands in Pakistan and now in Dubai. After managing freelance projects and transitioning into a full-time real estate role, I've gained strong expertise in marketing within competitive markets. My work includes videography, content creation, social media management, email marketing, website oversight, and event coordination. I'm now seeking a more creatively driven role with a brand that values innovation and bold digital storytelling.

WORK EXPERIENCE

Emperor Homes Property | May 2024 - Sept 2025

Digital Marketing Specialist

Key Responsibilities:

- 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 & WhatsApp 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
- Practicing basic animation techniques for social media and marketing videos
- Monitor all the major developers projects and launches

Cubicus Solution| April 2023 - October 2023

Social Media Manager

Key Responsibilities:

- Strategy development
- Monitoring trends
- Content creation
- Training and education
- Ad Copywriting
- Strategic planning and audience research.
- Creating brand awareness through content
- Community Management
- Conventional Marketing

Publicis | Red Communication Arts | April 2022 - March 2023

Social Media Manager

Key Responsibilities:

- Develop and execute a weekly and monthly social media content calendar (Instagram & Facebook)
- Create engaging content ideas (posts, reels, carousels, stories, polls, Q&A).
- Ad Copywriting
- Strategic planning after research on latest market trends
- Collaborated with high-profile clients, celebrities and industry influencers
- Creating brand awareness through content
- Ensure brand consistency in tone, style, and messaging.
- PR Campaigns Collaboration with production teams
- Collaborate with photographers, videographers, and graphic designers to produce high-quality visuals.
- Monitor engagement, track analytics, and suggest optimizations to increase reach and conversions.
- Manage community engagement (respond to comments, DMs, inquiries promptly).
- Planning and creating Mood Boards and Photography Decks
- Direct videographers/models/actors to ensure brand consistency.
- Oversee on-site video shoots
- Digital Competitor Analysis
- Script Writing

Surmawala Group of Companies | January 2021 to March 2022

Social Media Manager

Responsibility:

- Content creation for social media posts
- Ad Copywriting
- 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

Flair It | June 2018 - December 2020

Marketing Executive

Key Responsibilities:

- Vendor Management
- Client Service
- Event Management

SKILLS

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|--------------------------|-------------------------|-----------------------|
| • Microsoft Office | • Mood Boards | • Project Management |
| • Social Media Strategy | • Paid Advertising | • Graphic Designing |
| • Social Media Analytics | • Videography & Editing | • Competitor Analysis |
| • Community Management | • Script Writing | • Photography Decks |
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EDUCATION

SZABIST - Karachi | September 2021 - March 2023

Master of Business Administration in Marketing

Iqra University - Karachi | January 2017 - December 2020

Bachelor of Business Administration in Marketing

Jinnah Government College - Karachi | April 2014 - April 2016

Intermediate in Pre Engineering

St Patrick's High School - Karachi | April 2012 - April 2014

Matriculation in Science