

MAHAM BANO

CREATIVE DIRECTOR



CONTACTS

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ABOUT ME

Dynamic and visionary Creative Director and Producer, I have a proven track record of successfully leading projects from concept to completion. I excel at merging strategic thinking with artistic flair, delivering compelling visual narratives and engaging experiences across diverse media platforms. My expertise encompasses team leadership, project management, and client relations, all underpinned by a keen eye for detail and a steadfast commitment to excellence.

EDUCATION

Visual Communication
Design, National
College of Arts, Lahore
2022

SKILLS

Teamwork

Leadership

Communication

WORK EXPERIENCE

Creative Director/Chief Client Officer, Humble Haddock

Nov 2023

- Spearhead brainstorming sessions, fostering a collaborative environment that encourages fresh ideas and bold concepts.
- Provide guidance and mentorship to nurture the team's creative talents and elevate their skills.
- Develop comprehensive creative strategies aligned with client goals, brand guidelines, and industry best practices.
- Oversee the end-to-end execution of integrated marketing campaigns, including digital, print, and experiential initiatives.
- Cultivate strong relationships with clients through clear communication, strategic insights, and proactive project management.
- Collaborate closely with cross-functional teams including account management, production, and marketing to ensure seamless project execution and alignment with overall campaign objectives.

Creative Director/Producer, Talent Corporated

Jan 2019 - Aug 2022

- Lead creative initiatives and oversee the development of innovative visual content and experiences across various platforms, ensuring alignment with client objectives and brand strategies.
- Drive business growth through proactive identification and pursuit of new opportunities, leveraging a combination of market research, trend analysis, and industry insights.
- Develop and execute strategic acquisition plans to expand the company's client base and market presence, targeting key sectors and verticals.
- Cultivate and maintain strong relationships with existing clients while actively seeking out and engaging potential new clients through targeted outreach and networking efforts.
- Negotiate contracts and agreements with clients, vendors, and partners, ensuring favorable terms and mutually beneficial outcomes.

Associate Director - Music Video, Coke Studio

Mar 2021 - Mar 2021

- Coordinated the successful production of 'Ao Ehad Karain' for Coke Studio, achieving 3M views.
- Implemented streamlined production processes that reduced costs by 10% while maintaining production quality and exceeding client expectations.
- Collaborated with renowned director, Kamal Khan and artists, contributing to the visual identity of the music video that garnered widespread recognition.

Executive Producer - DVC, Kayseria

Jan 2019 - Jan 2019

- Led the production of 'Pyaar Ki Saughaat'.

Creative Direction

Graphic Design

Content Strategy

Digital Marketing

LANGUAGES

English

Urdu

- Implemented cost-effective production strategies that reduced project costs by 25% while increasing production value and overall quality.
- Established strategic partnerships with key influencers and brands, enhancing content distribution and amplifying brand visibility in the digital landscape.

Executive Producer - DVC, OPPO

Jan 2019 - Jan 2019

- Led the production of OPPO's CSR DVC.
- Implemented cost-effective production strategies that reduced project costs while increasing production value and overall quality.
- Established strategic partnerships with key influencers and brands, enhancing content distribution and amplifying brand visibility in the digital landscape.

Associate Producer - Music Video, Pepsi

Dec 2021 - Dec 2021

- Spearheaded the production of 'Sohna Tu' for Pepsi in Istanbul, optimizing workflows to cut costs while upholding exceptional production standards and meeting tight deadlines.
- Collaborated with acclaimed directors and artists to elevate visual storytelling, ensuring artistic integrity and engaging a wide range of audiences.

Executive Producer - DVC, Leisure Club

Feb 2019 - Feb 2019

- Led the production of 'Clothing A Million Smiles'.
- Implemented cost-effective production strategies that reduced project costs while increasing production value and overall quality.
- Established strategic partnerships with key influencers and brands, enhancing content distribution and amplifying brand visibility in the digital landscape.

Assistant Director - Music Video, Coke Studio

Nov 2022 - Dec 2022

- Coordinated the successful production of 'Passoori' and 'Thagyaan' for Coke Studio, achieving 754M and 24M views respectively.
- Collaborated with renowned director, Kamal Khan and artists Ali Sethi, Zain and Zohaib etc, contributing to the visual identity of the music video that garnered widespread recognition.

Assistant Director, Coke Studio

May 2022 - May 2022

- Coordinated the successful production of 'A Kind Of Magic' for Coke Studio, achieving 2.2M views.
- Collaborated with renowned director, Kamal Khan and artists, contributing to the visual identity of the music video that garnered widespread recognition.