

# Kashmala Hasan

Advertising and Marketing Specialist

📅 March, 28, 1984

✉ kashmala.hasan@gmail.com

☎ 0321-2264398

## Education

Bachelors in Communication Design | National College of Arts 2004-2007

A'levels | The Avicenna School 2001-2003

O'levels | IGCSE 2000

## Professional Experience

### Creative Lead

The D'Hamidi Partnership

### Creative Director

M&C Saatchi | Jan 2023 to date

### Head of Marketing & Brand Management

Ajmair Foods | Jan 2022- Sept 2022

### Creative Director

Dial Digital | March 2020- Jan 2022

### Creative Director

Angle ICS | Jan 2019- Feb 2020

### Art Director

Prestige Communication | Jan 2017-Dec 2018

### Realtime Designer

Wavemaker (Dubai, UAE) | Mar 2016-Dec 2017

### Creative Director

I&H Advertising (Dubai, UAE) | Jan 2015-Feb 2016

### Creative Head

JVentures | Mar 2012- Dec 2014

### Art Director

JWT | Mar 2008- Jan 2011

A leader who enjoys the challenge of building teams. A powerhouse of varying skill sets ensuring work on point. My core strength is Creative Idea development and channeling its implementation through different marketing communication platforms, an integral part of my role is the understanding of brand challenges to offer strategic solutions.

## Achievements

Creative Director: Efficiently developed and executed

communication strategy and campaign spread for GoS initiative SPHF for flood affectees.

Head of Marketing: Developed Brand Guidelines and ensured

brand consistency across all mediums. Successfully launched a 360

Ramzan Campaign along with other marketing campaigns at branch

launches for maximum ROI.

Creative Director: Successfully won pitches for new business, HMR

waterfront, Iqra University. Developed and managed compelling

campaigns for the company portfolio.

Creative Director: Provided strategic direction and creative ideation

to business proposals that used to be solely sales facts focused

Art Director: Conceptualised and designed award winning

campaigns for Pepsi, Bake Parlor, EBM.

Realtime Designer: Designed an internal campaign for KITKAT and

Betty Crocker which the client really appreciated and did rounds as

memes internally.

## Brand Experience



## Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe In design
- Microsoft Word

## Skills

Creative writing | Leadership & team management | Interpersonal skills | Analytical thinking | Strategic thought process | PowerPoint design