

MARIAM HAMEEDI

Communications Professional

Strategic communications leader with over 6 years of experience in corporate storytelling, content development, and stakeholder engagement across NGO, media, and digital sectors. Adept at driving internal and external communications strategies that amplify brand visibility, align with organizational goals, and enhance stakeholder trust. Proven track record of leading multi-platform campaigns, mentoring content teams, and crafting high-impact narratives for top brands and social causes. Seeking to bring my expertise in media relations, executive communications, and employee engagement into a leadership role in corporate affairs or internal communications.

CONTACT

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Karachi, Pakistan

CORE SKILLS

- Corporate Communications Strategy
- Internal Communications
- Employee Engagement
- Brand Positioning
- Narrative Development
- Stakeholder & Media Relations
- Content & Editorial Management
- Crisis & Reputation Management
- Social Impact Storytelling
- Leadership Communication
- Cross-Functional Team Collaboration
- Canva
- Miro
- Notion
- ChatGPT
- WordPress
- Hootsuite
- Google Workspace

EDUCATION

Master of Mass Communication
University of Karachi
2014

Bachelor of Humanities
University of Karachi
2012

PROFESSIONAL EXPERIENCE

Sr. Manager, Creative | D'Hamidi | July 2025 – Present

- Lead the development of 360° creative campaigns across fashion, FMCG, energy, entertainment, and corporate brands, from concept to final execution.
- Translate brand strategy into compelling visual and verbal storytelling that drives awareness, engagement, and sales.
- Oversee and mentor creative teams, ensuring high-quality, brand-aligned output across ATL, BTL, and digital platforms.
- Collaborate with clients and internal teams to present, refine, and deliver impactful campaigns within deadlines and budgets.
- Maintain brand consistency while adapting creative approaches to diverse industry needs and target audiences.

Sr. Content Marketing Manager | Blazeo | November 2024 – (Remote) Present

- Develop and implement an editorial strategy aligned with business objectives, resulting in a 35% increase in qualified organic traffic and a measurable uplift in SEO rankings for core keywords.
- Produce persuasive, conversion-oriented content including blogs, explainer videos, landing pages, and paid ad copy, enhancing campaign performance and lead generation effectiveness.
- Act as the brand voice architect across all platforms, ensuring cohesive and compelling messaging that resonates with both B2B and B2C audiences.
- Partner with sales and product teams to create targeted content for webinars, pitch decks, and thought leadership assets, supporting strategic account management and new business wins.
- Analyze content performance through Google Analytics, SEMrush, and keyword tools to refine messaging strategy and content architecture.
- Champion cross-functional collaboration between marketing, design, and leadership teams to ensure consistency in branding and audience communication.

Manager Communications | DKT Pakistan, Karachi, Pakistan | May 2024 – May 2025

- Designed and executed integrated communications strategies to increase national awareness of reproductive health, successfully positioning DKT as a thought leader in public health communications.
- Directed the development and dissemination of high-impact multimedia content, including video documentaries, thought leadership articles, press releases, and feature stories across digital and traditional media platforms.
- Led internal communication initiatives that improved employee engagement, aligned internal stakeholders with organizational mission, and streamlined internal messaging processes.
- Collaborated with advocacy teams to produce compelling policy-oriented narratives and media kits aimed at influencing public opinion and engaging with government stakeholders.
- Independently managed editorial content and calendar, ensuring brand consistency across donor communications, campaigns, and corporate materials.
- Amplified organizational impact by establishing media relationships and driving earned media coverage across tier-1 national publications and international NGO platforms.

Content Lead – VPN & Privacy Brands | Gaditek – PureVPN, PurePrivacy, Ivacy VPN | November 2021 – May 2024

- Led content strategy and operations across three global cybersecurity brands, managing editorial calendars, customer journeys, and localization for 15+ international markets.
- Delivered strategic messaging and communications for complex topics such as data privacy, internet freedom, and digital security, increasing reader trust and user retention.
- Managed cross-border content teams to create whitepapers, guides, SEO blogs, and product communications aligned with brand and business goals.
- Initiated DEI-led storytelling and social advocacy campaigns for brand-led CSR initiatives, positioning the brands as socially responsible leaders in tech.
- Supported PR and corporate communications functions with briefing documents, press kits, and executive ghostwriting for high-level speaking engagements.
- Increased domain authority and backlink acquisition through high-quality, research-based content and external publishing partnerships.

FEATURED PROJECTS

- **DKT International:** Midwife-Run Clinics
- **PureSquare:** Cancel Hate Wellness Series
- **Blazeo:** Multiple content across the website
- **SavYour Blog:** Lawn Culture
- **Eats:** Ghost Kitchens

Associate Creative Manager | Synergy Dentsu | May 2021 – November 2021

- Directed the creative and strategic development of advertising content for high-profile clients including KFC, Proton, Habib Metropolitan Bank, and Pakistan Stock Exchange.
- Designed and led the storytelling and execution of KFC's "Mitao Bhook" CSR campaign, integrating emotional narratives with brand purpose to boost social engagement.
- Worked closely with strategy and production teams to ensure brand alignment across TVCs, digital videos, radio scripts, and print collateral.
- Authored and edited brand storytelling pieces for the agency's in-house publication, elevating internal culture and thought leadership.
- Supported crisis communication and reputation management scenarios with tactful, timely messaging strategies.
- Played a key role in client presentations, concept pitching, and creative alignment meetings.

Senior Copy Associate | Adcom Leo Burnett | November 2018 – May 2021

- Contributed to multiple award-winning campaigns by developing emotionally resonant and creatively disruptive copy across digital, OOH, and broadcast platforms.
- Wrote multilingual scripts, slogans, and storytelling concepts for brands like Olper's, Ariel, and Atlas Honda, reinforcing brand equity and message retention.
- Partnered with creative directors and visual teams to synchronize campaign tone and ensure consistent brand language.
- Helped lead the transition of creative deliverables into digital-first narratives, focusing on social video and interactive formats.
- Ensured linguistic accuracy and cultural relevance in Urdu-English copy translation and localization.
- Participated in creative brainstorming for new business pitches and client retention initiatives.