



MUHAMMAD GHAZANFAR "GAJJ"

MARKETING & CREATIVE STRATEGY | BRAND, CONTENT & INTEGRATED MARKETING STRATEGIST

SYDNEY, AUSTRALIA | PERMANENT RESIDENT (FULL WORKING RIGHTS) | +61 425 887 314 | MDGHAZANFAR91@GMAIL.COM

ABOUT ME:

Marketing and Creative Strategy professional with 8+ years of experience leading brand, communication, and integrated marketing across global brands, including Pepsi, Samsung, Xiaomi, Levi's and Nestle.

Experienced in shaping positioning, building culturally relevant campaigns, and translating business objectives into structured marketing systems that drive both brand and commercial outcomes. Comfortable operating in ambiguity, aligning stakeholders, and leading cross-functional teams to deliver impactful marketing initiatives.

Now based in Sydney, bringing a global perspective with a growing understanding of local market dynamics and consumer behaviour.

EDUCATION:

Bachelor in Media Sciences (2016)

SZABIST, Karachi, Pakistan

- Majors in Advertising

Ontario Secondary School Diploma (2010)

Taylor's College, Malaysia

- Majors in Marketing & Advertising

CORE SKILLS

- Strategic Marketing & Ecosystem Design
- Brand Positioning & Narrative Development
- Integrated Marketing Campaigns
- PR & Communications Strategy
- Influencer & Creator Marketing
- Stakeholder Management & Presentation
- Leadership & Cross-functional Collaboration
- Marketing Analytics & Performance Optimisation

LANGUAGES

- English (Fluent)
- Urdu (Fluent)
- Hindi (Spoken Only)
- Bengali (Spoken Only)

WORK EXPERIENCES:

Marketing Manager (Strategy and Brand)

House of Sadaqa - Sydney, Australia

January 2026 - Present

- Leading brand, marketing, and communication strategy across House of Sadaqa and its social enterprises.
- Adapting marketing strategy and messaging to the Australian market and audience behaviour.
- Developing and executing integrated marketing campaigns across digital, social, and community channels.
- Translating charity into a sustainable model across fundraising, commerce, and community-led initiatives.
- Analysing campaign performance, audience insights, and engagement metrics to optimise marketing effectiveness.
- Supporting fundraising and revenue-generating initiatives through marketing and communication strategy.

Creative & Strategy Lead (Marketing & Communications)

Cartel Media & PR (Subsidiary of JBnJaws Productions) - Lahore, Pakistan

September 2017 - December 2025

- Led strategic direction across brand, communication, and integrated marketing campaigns across digital, social, PR and on-ground activations for global clients, including Samsung, Xiaomi, Pepsi, Nestle, and Levi's.
- Delivered strategy across high-investment campaigns for category-leading brands in highly competitive markets.
- Developed and executed integrated marketing strategies across digital, social, PR, and on-ground channels, ensuring alignment between creative, media, and business objectives to drive brand growth.
- Planned and delivered large-scale brand activations and events across leading consumer sectors, driving high-impact on-ground experiences for leading consumer tech, FMCG, automotive, food, and apparel brands.
- Managed end-to-end full-funnel marketing through the complete campaign lifecycle, from strategy development and planning to execution and performance optimisation.
- Led cross-functional teams across creative, media, and digital functions to deliver campaign outcomes across strategy and execution.
- Presented strategic recommendations to senior stakeholders and contributed to new business growth through pitches.
- Delivered omnichannel campaigns across large-scale audiences, driving brand visibility and commercial outcomes.

Co-Founder / Operations Lead**Shark Talent (Subsidiary of Cartel Media & PR) - Lahore, Pakistan****June 2021 - December 2025**

- Built and scaled a creator-led marketing ecosystem, delivering influencer marketing campaigns and partnerships.
- Led talent management, campaign strategy, and commercial partnerships with global brands.
- Worked at the intersection of content, community, and commerce, aligning brand objectives with audience behaviour.
- Developed PR positioning and international collaborations, expanding opportunities for talent across global markets.

Co-Founder / Esports Talent Representative (Part-Time)**FramePerfekt - Lahore, Pakistan****2022 - Present**

- Co-founded an esports and talent management agency to formalise and scale existing player representation efforts into a structured, professional ecosystem.
- Previously represented top-tier esports talent independently, identifying gaps in long-term representation, commercial strategy, and global opportunities.
- Partnered with co-founder to build a more streamlined and scalable model, focusing on player management, brand partnerships, and international team placements.
- Developed relationships with global organisations and initiated partnership discussions, positioning talent within competitive and commercial ecosystems.
- Driving agency positioning, growth strategy, and ecosystem development across esports and creator ecosystems.
- Managing talent representation and commercial partnerships within the esports and digital creator ecosystem.

Marketing Research Analyst**The Only Space Oddity (Events and Advertising) - Dubai, United Arab Emirates****March 2017 - August 2017**

- Delivered research-led marketing solutions across B2B and consumer campaigns.
- Supported content development, communication strategy, and campaign execution.
- Contributed to planning and delivery of integrated marketing initiatives.

ADDITIONAL WORK EXPERIENCES AND INTERESTS (FREELANCE/PART-TIME):**Marketing Specialist (Part-Time / Freelance)****Ahmad Shahzad Foundation - Lahore, Pakistan****2025**

- Developed marketing and communication strategy for an NGO initiative focused on youth empowerment and impact.
- Created campaign messaging and communication frameworks aligned with brand purpose and audience engagement.
- Supported partnership development and CSR outreach, contributing to brand visibility and stakeholder alignment.
- Contributed to campaign planning and execution across digital and community-led initiatives.

Lead Vocalist (Part-Time / Freelance)**Sounds of Kolachi - Karachi, Pakistan****2012 - 2016**

- Performed in 70+ live shows as part of a contemporary Sufi ensemble.
- Collaborated on studio recordings and musical projects.
- Developed strong instincts in audience engagement, storytelling, and live performance.

Voice-Over Artist (Freelance) - Karachi, Pakistan**2014**

- Delivered voice-over for international content, adapting delivery to suit different narratives and audience contexts.
- Developed strong communication skills, including tone control, pacing, and clarity across formats.
- Gained early experience in storytelling, messaging, and audience interpretation.

ACHIEVEMENTS / CERTIFICATIONS:

- 2x Effie Awards (Gold; 2025, & Bronze; 2018 – Best in PR)
- 2x Dragon Awards (Best in PR; 2025, & Social Media Marketing; 2025)
- Recognised Marketing Specialist (Australian Marketing Institute; 2023)
- Diploma in Creative Advertising (Indus Valley School of Art and Architecture; 2016)