



Muhammad Ghazanfar

Marketing Specialist | PR + Communications

A multidisciplinary Creative & PR Strategist with 8+ years of experience leading brand storytelling, campaign planning, and influencer strategy for top multinationals. Known for cultural insight, strong communication, and translating business objectives into ideas that actually move people. Seeking opportunities to bring my blend of creativity, strategy, and execution strength to global teams.

Primary Details

Contact

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Email

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Address

Rockdale, Sydney, NSW

Education

2011 - 2016

Bachelors in Sciences: Media Sciences (Advertising)
SZABIST, Karachi, Pakistan

2009 - 2010

Ontario Secondary School Diploma (Marketing)
Taylors College, Subang Jaya, Malaysia

Soft Skills

- Communication Skills
- Presentation Skills
- Cultural Insight and Storytelling
- Emotional Intelligence
- Leadership / Team Player
- Strategic Thinking
- Adaptability and Growth Mindset
- Creative Problem Solving

Languages

English: Superior Proficiency

Urdu: Superior Proficiency

Bengali: Intermediate Proficiency

Experience

September 2017 - December 2025

Cartel Media & PR, Lahore, Pakistan

Lead : Creative and Strategy

Initially: Strategist; promoted to Senior Strategist; to Lead: Creative and Strategy

Responsibilities entailed building structured PR processes, driving strategic brand communication, and delivering market-relevant solutions across the country's marketing landscape. I developed full 360° creative and PR strategies - storytelling, campaign concepts, media relations, and crisis communication - while leading ideation and execution of digital and social content to ensure high creative quality and cultural relevance. Served as the direct point of contact for major clients across major categories, including **Samsung, Xiaomi, TCL, Pepsi, Levi's, Honda, Haval, and PF Chang's** etc. Formulated and presented strategies to clientele, guided cross-functional teams, and supported agency growth through pitch development and scaling creative operations. Key Achievements: Delivered multiple high-impact and award-winning campaigns (2 Effie's and 2 Dragons for Best in PR) for top multinational brands and strengthened Cartel's creative and PR divisions, contributing to multiple major pitch wins.

June 2021 - December 2025

Shark Talent, Lahore, Pakistan

Head Shark / Co-Founder

Led overall talent management and strategy for one of Pakistan's premier influencer management companies. Oversaw artist onboarding, contract negotiations, campaign planning, and brand-creator alignment. Managed high-value talent including top gamers and lifestyle influencers, driving partnerships with major multinational brands. Developed PR positioning, international collaborations, and internal operations to scale the talent division's growth.

March 2017 - August 2017

Space Oddity Events and Advertising, Dubai, UAE

Marketing Research Analyst

Provided research based marketing solutions, overlooking production of social media content, designs and professional communication. Overlooking execution of research based solutions and managing B2B and 360° campaigns.

References

Shall be provided upon request.

Interests

- FC Barcelona
- Pakistan Cricket Team
- The Witcher
- The Last of Us
- Game of Thrones
- Harry Potter
- Rock and Sufi Soul Music

Hobbies

- Playing Cricket
- Watching Football
- Gaming (RPGs on the Console)
- Singing
- Trivia
- Travelling / Backpacking
- Crime and Comedy TV Shows

MBTI Personality



Achievements

- Effie Bronze: Best in PR (Nescafe)
- Effie Gold: Best in PR (Kashmir)
- Black Dragon: Best SMM (Kashmir)
- Golden Dragon: Best in PR (Hyundai)
- AMI Recognised Marketing Specialist
- Dean's List: High School / Bachelors
- Performed in front of 12,000 People

Passion Projects / Work

● **January 2025 - October 2025**

Ahmad Shahzad Foundation, Lahore, Pakistan

Marketing Specialist (Hybrid, CSR:NGO)

Created marketing collateral for Ahmad Shahzad Foundation. An NGO made by Pakistani Cricketer; Ahmad Shahzad - with the purpose of developing opportunities for orphans to strive in Pakistan. I was responsible for planning collaborations, structure brand messaging, and contribute to CSR outreach strategy.

● **January 2022 - August 2025**

Fighting Game Community (Esports), Lahore, Pakistan

Freelance Representative / Player Agent

Represented top Pakistani esports athletes, like Arslan "Ash" Siddique, Atif Butt, Farzeen, The Jon, Dawood Sikandar, etc. I was responsible for leading negotiations with global esports organisations, secured international opportunities, and managed player-brand partnerships.

● **September 2013 - December 2016**

Sounds of Kolachi, World Music Ensemble

Lead Vocalist

Performed in 75+ concerts nationwide as one of the lead vocalists for the world-music ensemble Sounds of Kolachi. Featured on the band's debut album Elhaam, produced by internationally acclaimed musician Mekaal Hasan. Honed stage craft, vocal discipline, and collaborative creativity at a professional level.

● **October 2014 - December 2014**

Urdu1, Entertainment Broadcast Channel

Voice-Over Artist

Dubbed multiple Turkish dramas into Urdu, including voicing the iconic antagonist Serhat from Kara Para Aşk. Strengthened vocal range, emotional delivery, and adaptability across characters and genres.

"These passion projects represent the core of my identity - a performer, strategist, and storyteller who thrives where creativity, culture, and communication intersect."