

ROZINA PUNJWANI

CREATIVE STRATEGIST | MARKETER | BRAND STORYTELLER

CONTACT

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Strategic creative enthusiast with 8+ years of experience developing innovative advertising solutions for global brands. Proven track record of tying marketing directly to revenue, pipeline growth, and cross-functional sales alignment. Adept at translating high-level business objectives into compelling creative strategies and managing substantial budgets to drive brand growth. Passionate about integrating emerging AI tools into creative workflows to scale efficiency and achieve extraordinary outcomes.

CORE COMPETENCIES

- Creative Strategy & Ideation
- Go-To-Market (GTM) & Campaign Planning
- Client Relationship & Stakeholder Advisory
- Data-Driven Creative Optimization & ROI
- Cross-Functional Leadership
- Adobe Creative Suite | Google Analytics | WordPress | Elementor

WORK EXPERIENCE

Marketing & Advertising Manager | Mini Moes. | Canada

MAR 2026 – PRESENT

- Direct end-to-end marketing strategy and promotional campaigns to drive brand awareness, customer traffic, and store growth across locations.
- Oversee digital marketing efforts, including influencer partnerships, targeted email campaigns, sponsored ads, and social media execution.
- Analyze sales trends and campaign performance metrics to guide strategic decisions, optimize ad spend, and maintain consistent brand messaging..

Marketing Specialist | AI Dynamics Ltd. | Canada

OCT 2024 – MAR 2025

- Developed and executed the digital marketing strategy for B2B software solutions, directly supporting lead generation and partner acquisition.
- Spearheaded website redesign and SEO optimization, resulting in a 40% increase in organic traffic.
- Created and managed high-converting digital assets and email nurturing campaigns to capture qualified leads.
- Monitored weekly performance data to guide strategic pivots and maximize marketing return on investment..

Graphic Designer & Content Developer | Excellencia Learning

FEB 2021 – AUG 2022

- Designed branded educational content for digital platforms, ensuring high accessibility and audience engagement.
- Partnered closely with educators to align messaging with learner needs and organizational goals.

Freelance Graphic Designer | Self Employed

FEB 2018 – JAN 2021

- Created brand identity systems and comprehensive campaign assets for lifestyle startups and nonprofits.
- Designed cohesive content across Instagram, YouTube, and product packaging, reflecting strong brand voice and visual standards.
- Partnered with clients to translate evolving consumer trends and cultural insights into creative execution.

Assistant Marketing Manager | Grand Insight | Pakistan

APR 2017 – JAN 2018

- Created and led the execution of quarterly marketing plans, developing creative briefs and promotional strategies from conception to launch.
- Strengthened key client relationships and continuously monitored campaign KPIs, delivering data-driven performance reports with actionable insights.

- Liaised directly with clients to develop annual advertising strategies and creative campaigns, building trusted partnerships and aligning with regional market needs.
- Supported the full retail launch of Alcatel Mobile in Pakistan, contributing to the creative and promotional strategy for a multi-unit rollout.

Account Executive | Manhattan International (PVT.) Ltd. | Pakistan

MAR 2015 – SEP 2015

- Served as the primary bridge between clients and internal creative, media, and strategy teams, managing multi-channel campaign coordination across print, TV, and radio while driving new business pitches.
- Assisted with creative briefs, tracked campaign performance metrics, and delivered reports to demonstrate clear ROI and keep cross-functional teams aligned

Associate Media Planner | Brainchild Communications | Pakistan

MAY 2014 – FEB 2015

- Supported global accounts like Mondelez (Tang, Cadbury) by translating business objectives into creative and media strategies that drove a 30% sales uplift.
- Presented strategic recommendations and performance insights directly to senior stakeholders.
- Assisted in integrating campaign execution across TV, digital, and in-store channels to ensure cross-channel consistency.

PROJECTS & CAMPAIGNS

- **Website Design & Strategy:** Led complete redesign of Aldynamics.com and Sikyuen.mu to boost user engagement and functionality.
- **Red Cross Heat Wave Campaign:** Executed creative assets and messaging for high-visibility public welfare initiatives.
- **Mondelez (Tang & Cadbury) Campaigns:** Managed integrated strategies, driving a 30% sales increase for Tang through targeted optimization.
- **Alcatel Mobile Brand Launch:** Handled market-entry creative planning to secure a strong Q1 retail rollout.
- **Cadbury Digital Innovation:** Led digital ideation and buying strategy to drastically improve campaign efficiency

CERTIFICATIONS | 2025

- **Career Essentials in Generative AI** – Microsoft & LinkedIn Learning
- **Introduction to Generative AI** – Google Cloud Skills Boost
- **Google Ads Display Certification** – Google
- **Inbound Marketing Certification** – HubSpot Academy
- **Writing for the Web** – LinkedIn Learning

EDUCATION

- Seneca Polytechnic, Canada | Diploma in Business Marketing | **CGPA: 3.8 (2024–2025)**
- Indiana State University, USA | MBA | **CGPA: 4.0 (2022)**
- Collin College, USA | Associate of Applied Sciences – Marketing | **CGPA: 4.0 (2023)**
- SZABIST, Pakistan | Bachelor of Business Administration – Marketing | **CGPA: 3.53 (2010–2014)**

ACHIEVEMENTS

- **Campaign Success:** Planned and executed Tang media strategy, generating a 30% sales increase.
- **Digital Innovation:** Led digital ideation and strategy for Cadbury Pakistan.
- **Awards & Honors:** Winner of the Advertising Competition at the Young Leaders' & Entrepreneurs' Summit; Dean's & Honor's Lists at Seneca Polytechnic and Collin College

COMMUNITY ENGAGEMENT

Girls Guide Association Pakistan
Environmental and community welfare initiatives.

INTERESTS

Sports | Pets | Baking | Travel | Music