



IRTEZA REHMAN, 33

'Make great stuff, and don't be a jerk,' that's the moto I live by. In my years from a Copywriter to a Creative and Strategy Director, I've overseen integrated advertising campaigns across emerging channels, TV, print, digital and social as well as leading rebranding and design efforts for large-scale, corporate identity systems. In working directly with clients, I've developed strong relationships to deliver strategic and emotionally resonant creative that also successfully achieves business goals. My extensive teaching experience puts me in a unique position to lead young and passionate individuals and to mentor them along the way. Outside of work, you'll find me restoring vintage motorcycles, reading comics or gaming. I am an avid action figure collector, a huge comic book buff and a Star Wars geek.

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PORTFOLIO

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WORK EXPERIENCE

Creative & Strategy Director - Oct 2021 – To Date

Fishbowl

- Responsible for entire communication strategy for Jazz Telecom as the agency lead, across all business subsidies
- Utilized primary and secondary research to develop consumer journeys and unearthed insights which open an aperture of opportunities.
- Identified new market spaces, evaluated market trends and the competitive environment to develop differentiated value propositions.
- Effective targeting of consumer audience by utilizing data sources and through a knack for understanding culture to help alter consumer behavior and create brand loyalty.
- Used research-led positioning and 'big-ideas' to create impact across the consumer journey, integrated communication planning and brand planning.
- Developed KPIs and criteria objectives for campaigns to measure and report campaign success for brand growth and Effie case development resulting in 7 Wins for the agency, making us the third most awarded agency in the country.
- Conceptualized and oversaw the production of Pakistan's first fashion film shot using Unreal Engine.

Head of Creative (Lahore) – Dec 2019 – Oct 2021

Adcom Leo Burnett (Publicis Groupe)

- Spearheaded campaigns for the entire conventional and digital portfolios, led with strategic planning and followed by creative executions.
- Headed multiple launches for Samsung phones and electronics across different markets, with a notable campaign for A series garnering 4 billion views on TikTok.
- Re-entered Hyundai into the market in different car categories during the pandemic and conducted the 1st fully virtual launch amidst lockdown, exceeding sales target by 500%.
- Launched Coca-Cola's new energy drink brand *Roar* with a thoroughly researched strategy for the target audience, market scope and positioning.
- Led Zakat and breast cancer awareness campaigns for Shaukat Khanum with the objective of raising funds during the Pandemic.
- Led the repositioning and damage control campaign for Total Parco to counter the prevailing anti-French sentiment.

Creative Director (Coca-Cola & Brands) – Sep 2019 – Dec 2019

Ogilvy

Creative Director - Oct 2017 – Sep 2019

Fishbowl

- Created strategy and creative for the winning Jazz Pitch 2019, based on extraction of true consumer insights through exploration of meme culture.
- Created launch strategies and campaigns for BTW & the first ever PSL.
- Relaunched and repositioned Shan Shoop Noodles under 'for kids of all ages.'
- Developed, planned, and executed the launch of Dostea- tea whitener.
- Planned and executed relaunch of Nurpur with a first ever food sensorial ad on Pakistani media which won the PAS award for best in dairy.
- Oversaw Nurpur's entire digital strategy, content, and implementation.
- Created strategy and creative of Nurpur Low Fat Milk; one of the first brands to successfully launch on digital without any conventional support
- Oversaw revamping of OCS into M&P including relaunch strategy and rebranding

- Associate Creative Director – June 2016 – Oct 2017

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- Creative Manager – May 2015 – June 2016

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Founder - May 2021 – May 2022

Mashghalay

- A startup which is a safe creative space for all folks irrespective of their beliefs and identities, with an aim to educate, inspire and empower people to build and fix rather than consume and dispose. This is achieved through affordable access to studio space, the right tools for the job, and small guided collaborative workshops led by authentic craftspeople who love to teach.
- Sold the startup at 1000% of original investment.

Visiting Faculty O/A Levels Economics – Feb2013 – Aug 2017

The City School

EDUCATION

BA Hons Mass Communication & Education - 2013

Forman Christian College University

A 'Level Business and Economics - 2008

The City School

NOTABLE CLIENTS

Samsung
Total Parco
OCS

Coca-Cola and Brands
M&P
Atlas Honda

Jazz Telecom
USAID
PSL

Hyundai
Nurpur
Servis