

IRTEZA REHMAN

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ABOUT ME

'Make great stuff, and don't be a jerk,' that's the moto I live by. I am an award-winning Creative and Strategy Director, Digital Content & Engagement Strategist, and passionate filmmaker. With experience at top global ad agencies and leading brands like Coca-Cola and Samsung, I excel in crafting impactful marketing strategies. My recent Master's in Film and Television has further refined my storytelling skills.

Currently, I lead digital audience engagement for English-speaking regions at a streaming platform in Turkiye and serve as the Creative and Strategy Director for an ad agency in Pakistan. My work spans digital and conventional media, driving brand growth and recognition.

Outside of work, I enjoy riding and restoring vintage motorcycles, gaming, collecting action figures, and indulging in my love for comic books and Star Wars.

EDUCATION

Masters in Film & TV

Istanbul Bilgi University, 2024

BA Hons Communication & Education

Forman Christian College University, 2013

SKILLS

Integrated Advertising Campaigns

Strategic Planning and Execution

Social Media Strategy

Consumer Insights and Market Analysis

Creative Leadership and Mentoring

Brand Repositioning and Rebranding

KPI Development and Campaign Analysis

Filmmaking

Design

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EXPERIENCE

Senior Editor - Audience Engagement

tabii - Turkish Radio and Television

Nov 2022 - Present

- Leading the development and publication of culture & entertainment content tailored specifically for English-speaking audiences on TRT's global streaming platform.
- Creating thoughtful content strategies that reflect the diverse tastes and cultural nuances of our viewers, using data analytics to inform and shape our approach.
- Utilizing social listening tools to gather insights and understand audience sentiments.

Creative & Strategy Director

Oct 2021 - Present

Fishbowl, Pakistan

- Lead the comprehensive communication strategy for Jazz Telecom (a VEON subsidiary) , managing campaigns across entire company portfolio and concerns.
- Conduct thorough research to develop consumer journeys, uncovering valuable insights that open new market opportunities.
- Analyze market trends & the competitive landscape to create unique value propositions.
- Effectively target consumer audiences using data and cultural insights to influence behavior and build brand loyalty
- Develop KPIs and criteria to measure and report campaign success, contributing to multiple advertising awards and establishing Fishbowl as a top agency.

Head of Creative

Dec 2019 - Oct 2021

Adcom Leo Burnett (Publicis Groupe), Lhr Pakistan

- Directed end-to-end campaigns across conventional and digital portfolios, from strategic planning to creative execution.
- Led multiple Samsung product launches, including a standout campaign for the A series that achieved 4 billion views on TikTok.
- Launched Coca-Cola's new energy drink, Roar, with a well-researched strategy tailored to the target audience.

Creative Director (Coca-Cola & Brands)

Sep 2019 - Dec 2019

Ogilvy (WPP Group), Pakistan

- Directed creative strategy and campaigns for Coca-Cola and brands.

Creative Director

Oct 2015 - Sep 2019

Fishbowl, Pakistan

- Developed the strategy and creative for the winning Jazz Pitch 2019, drawing on deep consumer insights.
- Crafted launch strategy and campaign for the launch of Pakistan Super League.
- Created the digital wing of the agency from scratch, doubling the revenue in two years.

Founder

May 2021 - May 2022

Mashghalay, Pakistan

- Focused on educating, inspiring, and empowering through access to studio space, tools, and workshops led by skilled artisans.
- Successfully sold the startup at a significant profit, achieving a 1000% ROI

Visiting Faculty O/A Levels Economics

Feb 2013 - Aug 2018

The City School, Pakistan