

RABBIA SHAHZAD

CREATIVE & BRAND STRATEGIST | DIGITAL MARKETING & COMMUNICATIONS

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PROFESSIONAL SUMMARY

Creative & Brand Strategist with 5+ years of experience in brand strategy, brand positioning, campaign development, content strategy, digital marketing and creative direction. Proven track record leading integrated marketing campaigns, go-to-market strategy and multi-channel content across real estate, hospitality, F&B and digital brands in the UAE and internationally. Skilled in market research, competitive analysis, messaging, storytelling, social media strategy, paid media (Meta & Google Ads) and cross-functional team leadership, with a hands-on approach spanning strategy and positioning through creative direction and execution.

CORE COMPETENCIES

Brand & Strategy: Brand Strategy · Brand Positioning · Brand Identity · Market Research · Competitive Analysis · Campaign Strategy · Go-to-Market (GTM) Strategy · Messaging & Positioning

Creative & Content: Creative Direction · Content Strategy · Content Development · Campaign Development · Storytelling · Copywriting · Social Media Strategy · Brand Communications

Marketing & Digital: Digital Marketing · Performance Marketing · Paid Social & Search (Meta Ads, Google Ads) · Website & Landing Page Strategy · Email Marketing · Marketing Communications · Sales & Launch Communication

Leadership & Management: Creative Team Leadership · Cross-Functional Collaboration · Project Management · Account Management · Client Relationship Management · Stakeholder Management · New Business Development · Pitch & Presentation Development

PROFESSIONAL EXPERIENCE

Creative & Brand Strategist | Mint&Co | UAE

2025 – Present

- Lead brand positioning, campaign strategy and market research for real estate and lifestyle brands across the UAE.
- Develop integrated marketing communications across websites, microsites, brochures, factsheets, sales presentations, digital key visuals and social media.
- Direct campaign narratives and creative direction from strategic concept through final execution.
- Lead cross-functional collaboration across content, design, social media and account management teams.
- Develop strategic pitch decks and new-business presentations to support client acquisition and account growth.

Creative & Content Lead | Social.T | UAE & International

2026 – Present

- Lead creative direction and content strategy across multiple client accounts, from strategic ideation through final delivery.
- Develop social media strategies and content direction aligned with brand positioning, marketing objectives and audience insights.
- Lead cross-functional collaboration between creative, content, account management and client teams.
- Manage project workflow, creative quality control and review processes across all deliverables.
- Contribute to new-business pitches, strategy decks and proposal development.

Community Growth & Media Strategy Lead | Reverts.io | International Digital Community

2025 – Present

- Increased event participation by **60%** through revised promotional strategy, messaging and audience engagement tactics.
- Reduced response delays by **30%** by redesigning team workflows and implementing process automation.
- Lead campaign direction, social media strategy and YouTube content strategy for a global digital community.
- Lead creative volunteer recruitment, team coordination and brand communications.

Brand & Campaign Content Strategist | PIXL Group | Dubai, UAE

2024 – 2025

- Developed campaign, sales and performance marketing communications across multiple UAE real estate and hospitality agency accounts.
- Created landing pages, websites, email marketing campaigns, Meta Ads, Google Ads and broker marketing packs.
- Developed launch presentations, sales decks, factsheets, portfolios, event communications and video scripts.
- Delivered marketing and brand communications for leading developers and hospitality brands, including Emaar, Sobha Realty, Ellington, DAMAC, Azizi, Arada, Rove Hotels and Four Points by Sheraton.
- Adapted messaging and content across investor, buyer, broker and lifestyle audience segments.

Marketing Strategist | Stargen Inc.

2022 – 2024

- Conducted market research and competitor analysis to inform brand positioning and marketing strategy.
- Contributed to go-to-market strategy and planning for product launches, including Zapp GG.
- Evaluated campaign performance and collaborated with UX/UI teams on digital messaging and user experience.

Client & Operations Coordinator | Hostollo

2020 – 2022

- Managed client communications, coordination and cross-functional project requirements.
- Strengthened client relationships and improved service reliability and satisfaction.
- Improved project turnaround time by **10%** through process improvements and enhanced coordination.

EDUCATION

Associate Bachelor's Degree in Arts & Science

University of the Punjab | 2020 – 2022

CERTIFICATIONS

- Google Career Certificate — Digital Marketing & E-Commerce
- HubSpot Academy — Inbound Marketing Certification
- Udemy — Social Media Marketing & Paid Advertising

TOOLS & TECHNICAL SKILLS

AI & Strategy: ChatGPT · AI-Assisted Research & Content Writing

Design & Creative: Figma · Adobe Creative Suite · Canva

Project Management: Notion · Asana · ClickUp

Marketing & Advertising: Meta Ads Manager · Google Search Ads · Mailchimp · Email Marketing Platforms

SELECTED CLIENTS & BRANDS

Emaar · Sobha Realty · DAMAC · Ellington · Azizi · Arada · Zoya Developers · Vincitore · Prestige One · Rove Hotels · Four Points by Sheraton · IRTH · LIV · Beyond · Foster Developers