OBJECTIVE

To leverage a strong foundation in public relations, mass communication, and graphic design to enhance brand visibility, engagement, and reputation, while growing into leadership roles that shape brand strategy, manage campaigns, and create meaningful connections between brands and their audiences.

GET CONNECTED

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HANNAN FAROOQ

CONTENT CURATOR



SKILLS

- Public Relations & Media Management
- Brand Strategy & Brand Positioning
- Social Media Management & Content Creation
- Digital Marketing & Campaign Execution
- Strategic Communication
- Marketing Planning
- Graphic Design & Visual Communication
- Branding & Creative Direction

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE PREMIERE

ADOBE INDESIGN

EDUCATION

Digital PR & Communication
LUMS

BS Mass Communication
Superior University

Graphic Design I
LUMS

F.Sc Pre-Engineering
Punjab Group of Colleges

ACHIEVEMENTS

Organized “Superior Entrepreneurial Expo” 21

Volunteer Services @ Entrepreneurship for Community Development

Participated in the poster competition on HIV/AIDS Awareness

Organized “Superior Entrepreneurial Expo” 19

Volunteer Services @ Entrepreneurship for Community Development

Participated in the poster competition on HIV/AIDS Awareness

1st Position Poster Design Competition – Superior Maker Fest 2023

CERTIFICATES

HONORARY MENTION @ Quarantine MUN

Digital PR & Communication | LUMS

Introduction to Personal Branding | Coursera

Graphic Design | LUMS

Masterclass on
"Radio, TV, Podcast, Digital Shows, & Event Hosting"
Sophiya Anjum

EXPERIENCE

KAFI
NOV 2024 - CURRENT

PR MANAGER

- Conceptualized and executed launch campaigns for Instagram and other social media platforms
- Acted as a brand persona alongside co-founders, generating curiosity and engagement
- Achieved sold-out Day 1 launch and widespread audience excitement

Sehat Network
OCT 2023 - SEP 2024

Assistant Marketing Manager

- Assisted in planning and executing marketing campaigns to strengthen brand presence
- Coordinated with creative and digital teams for content and promotional activities
- Supported marketing strategy, reporting, and day-to-day campaign management

Marketing Executive

- Executed marketing campaigns and promotional activities across digital platforms
- Created and managed content to support brand communication and audience engagement
- Coordinated with design and media teams to ensure timely and effective campaign delivery

Graphic Designer

- Designed creative visuals for digital and print marketing campaigns
- Developed brand-consistent graphics for social media and promotional materials
- Collaborated with teams to translate concepts into effective visual communication

Freelance Graphic Designer
JUN 2023 – OCT 2022

Amu’s PR and Events Co.
MAY 2023 – JUN 2023

Graphic Designer

EXPERIENCE

Office of Engagement and Co-creation – Superior University

JUN 2022 – AUG 2022

Digital Media Executive

- Creating and scheduling content to engage students, across platforms like Instagram, and Facebook.
- Designing graphics and multimedia content to support university events and initiatives.
- Assisting in digital campaigns aimed at increasing brand awareness and audience interaction for university programs.
- Monitoring online interactions and helping to foster a digital community aligned with the university's goals.

Lotus PR & Client Managementa

JUN 2022 – AUG 2022

Public Relation Intern

- Developed PR strategy and executed media campaigns for multiple clients including Noon & Co., MNR, Coca Cola, Pakistan Tobacco Company & Sprite Pakistan.
- - Prepared monthly coverage reports, outlining the kind of coverage, publication in which it appeared, as well as the frequency of coverage.
- - Preparing press releases and distributing to relevant media.

NOTABLE PROJECTS

KAFI

Launch Campaign

Coca-Cola

Coke & Meals Campaign
FIFA Trophy Tour Lahore 2019
Coke Zero – Meme Campaign

Sprite

Thand Rakh Campaign: Developed culturally resonant memes during Cricket World Cup