

MAHNOOR TARIQ

BRAND STRATEGIST | CREATIVE DIRECTOR | STRATEGY EXPERT

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DHA Phase V, Lahore

PROFESSIONAL SUMMARY

Brand Strategist with a proven track record of developing cohesive digital identities and leading creative direction for high-impact campaigns. Expert at translating complex brand goals into compelling visual and written narratives while managing cross-functional teams to drive market engagement. Specialized in creative workflow optimization, brand positioning, and data-driven storytelling.

CORE COMPETENCIES

- **Strategy:** Brand Identity Development, Market Positioning, Competitor Analysis, Visual Storytelling
- **Operations:** Creative Workflow Management, Resource Allocation, Project Lifecycle Oversight
- **Digital Tools:** Figma, Canva, HubSpot, Buffer, Notion, Microsoft Office Suite
- **Leadership:** Team Coordination, Client Relationship Management, Strategic Planning

PROFESSIONAL EXPERIENCE

Clasp Media | Brand Strategist *Oct 2025 – Present*

- **Creative Direction:** Lead creative direction for client campaigns, ensuring brand identity and storytelling align with high-level objectives.
- **Team Leadership:** Manage a cross-functional team of designers, writers, and editors to deliver premium digital content.
- **Strategy Development:** Execute comprehensive brand and content strategies to maximize reach and audience engagement.
- **Design & Planning:** Develop creative concepts, scripts, visual mood boards, and pitch decks using Figma and Canva.

Lark Creatives | Brand Strategist *Aug 2024 – Oct 2025*

- **Market Insight:** Conducted competitor analysis to develop robust brand guidelines and ensure visual consistency across all platforms.
- **Account Management:** Managed social media ecosystems, creating monthly content calendars and utilizing HubSpot and Buffer for publishing.
- **Content Creation:** Produced on-brand messaging and captions while providing visual direction to design and editing teams.
- **Growth & Analytics:** Led engagement tracking and performance analytics to optimize visibility and lead generation.
- **Visual Execution:** Utilized Figma for design refinements and captured behind-the-scenes and product visuals.

Infinity Media | Creative Manager *Nov 2024 – Apr 2025*

- **Social Media Management:** Oversaw end-to-end social media content across platforms, ensuring brand consistency and audience engagement.
- **Shoot Planning:** Planned and coordinated photo and video shoots including concept development, scheduling, and on-set creative direction.
- **Team Leadership:** Managed a team of designers and video editors, assigning briefs, reviewing deliverables, and maintaining quality and timelines.
- **Creative Direction:** Directed the visual output of the team, ensuring all content aligned with brand identity and campaign objectives.

H-Dot | Operations Manager *Dec 2021 – Jan 2023*

- **Operational Oversight:** Managed administrative workflows, financial ledgers, and petty cash systems to ensure seamless business operations.
- **Process Optimization:** Updated policy manuals and maintained rigorous performance records to improve organizational efficiency.
- **Cross-Functional Alignment:** Collaborated with sales teams to streamline internal processes and ensure operational support for brand initiatives.
- **Resource Management:** Handled payroll and recruitment processes while coordinating multiple departmental tasks.

OTHER EXPERIENCE (2019 – 2024)

- **HR Executive | Lark Creatives:** Managed end-to-end recruitment, onboarding, and employee relations.
- **Customer Service | Walmart – Ibex:** Handled high-volume operations and conflict resolution to ensure customer satisfaction.
- **Professional Internships (2019–2023):** Completed multiple specialized internships focusing on clinical assessment, client counseling, and behavioral support at institutions including Punjab Rangers Teaching Hospital, Punjab Institute of Mental Health, Impact for Kids, and the Admissions Office at Forman Christian College.

EDUCATION & ACHIEVEMENTS

Post-Graduate Studies | University of Lahore (2024)

Undergraduate Studies | Forman Christian College, Lahore (2021)

Academic Excellence: 100% Scholarship Recipient (2015–2017)