

SYED MAAZ ASGHAR

COPYWRITER | CREATIVE STRATEGIST

ESTD.
2018

DXB, UNITED ARAB EMIRATES

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Advertising | Copywriting | Branding | 360° Campaigns
Events & Partnerships | Concepts | Social Media | A-Z Strategy

PROFILE

I'm a holistic creative strategist with expertise in copy.
I strive to give brands a voice that echoes endlessly, strikes a chord
with the audience, gets the results, and keep my employers happy.

MY SKILLS

Creative Strategy | Concepts | Short-form Content | Art & Creative Direction
Marketing Materials | Scriptwriting | Video Ads | B2B/2C Client Servicing
SEO | Web Copywriting | Blog | Omni-channel Content & beyond

MY FAVOURITE GENRES & NICHES

Everything that can be Sold | Crypto | AI | FinTech | Events | Lifestyle | Topical
Marketing Practices | Pop Culture | Real Estate | Tech | Sports | Ask & You Shall Receive!

MY EXPERIENCE

COPYWRITER, CREATIVE STRATEGIST

WELFARE GROUP [DUBAI (UAE)]

SEPTEMBER 2024 - CURRENT

- In house media arm of the UAE's fastest growing European holding group of companies
- Portfolio: Welfare Group, Prop.com (Real Estate), Propchain (Blockchain), WELF (Private Bank), World of Welfare (Lifestyle), FEDGE (ForEx), Personal Branding
- Branded 5 distinct companies and concepts within a dynamic holding group
- Executed 360° campaigns, digital presence, social media, OOH advertising, and films
- Launched two crypto utility tokens with a narrative that scaled up their value 4x
- Orchestrated podcast and film production, from scriptwriting to direction
- Branded a full-service membership club for creative thinkers and changemakers

COPYWRITER

PIXL GROUP [DUBAI (UAE)]

JANUARY 2023 - AUGUST 2024

- Advertising for the UAE's luxury real estate market
- Portfolio: Fairmont, Franck Muller Geneve, SLS, Emaar, JW Marriott, Nakheel, DAMAC, One Broker Group, Gulf Islamic Investments
- Branding ultra-luxury developments, multi-billion-dollar projects, and developers
- End-to-end social media strategy for awareness, sales, and engagement
- Performance marketing collateral - landing pages, emailers, social and search paid ads
- Astute mentorship under advertising mavericks with 30+ years of industry experience



SR. COPYWRITER

REGALIX MARKETSTAR [BENGALURU (IN)] | OCTOBER 2021 - JANUARY 2023

- Hardcore advertising experience in a B2B advertising agency
- Portfolio: Dell, VMware, LinkedIn, Facebook, Juniper, Avotus, Tech-Mahindra, Reddit, etc
- Groundwork for "Content-as-a-Service" (CaaS) platform focused on humanizing brand ToV
- Content strategy 360°; campaigns, launches, video ads, walkthroughs
- Partner outreach campaigns for clients and business units

ASSISTANT MANAGER - CONTENT MARKETING

XOXODAY (GIIFT) [BENGALURU (IN)] | NOVEMBER 2020 - SEPTEMBER 2021

- End-to-end comms strategy for a global digital rewards leader
- Analyst relations with global researchers Forrester, Gartner, and Everest
- Cross-platform marketing; from outreach to strategy and execution
- Enabling sales use-case-based analysis of all prospects
- Brand partnerships for vendor marketing and cross-promotions

ASSOCIATE COPYWRITER

XOXODAY (GIIFT) [BENGALURU (IN)] | DECEMBER 2019 - NOVEMBER 2020

- SaaS marketing for 3 products in the APAC, EU, and North America
- 360° product marketing across the funnel for industry-leading software
- PR and investor relations with press releases, marketing collateral, and newsletters
- End-to-end comms with 2000+ industry leaders through monthly newsletters

JR. CONTENT STRATEGIST

ZAPPIAN MEDIA [BHOPAL (IN)] | AUGUST 2018 - DECEMBER 2019

- 360° content creation and SEO-led blogs in finance niche for the American audience
- Social media strategy across Meta, Pinterest, Instagram-able memes, and hot Tweets
- Performance marketing from A to Z; email, affiliate, and native advertising
- Keyword & trend analysis with hands-on experience

INTERNSHIPS

RADIO MIRCHI - COPYWRITER

JANUARY 2018 - JULY 2018

DOLPHIN TECH. - DIGITAL MARKETING

APRIL 2017 - SEPTEMBER 2017

EDUCATION

BACHELOR IN BUSINESS

ADMINISTRATION - MARKETING

THE BHOPAL SCHOOL
OF SOCIAL SCIENCES,
MADHYA PRADESH [IN]

You know what they say...

"The best way to know a person,
is over a coffee & a conversation."

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