

NAZIM QURESHI

Advertising & Marketing Leader • Brand Building • Integrated Campaigns • Digital & Performance Marketing

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Senior advertising, marketing and communications leader with 20+ years across creative agencies, media networks and multinational brands — from WPP (JWT, Contract) to M&C Saatchi, Dentsu and Interflow. Combines traditional advertising strength — brand strategy, big-idea campaigns, client leadership — with modern digital execution: performance marketing, funnels and social/content ecosystems. Recognized for building growth models and award-winning, behaviour-changing campaigns.

CAREER HIGHLIGHTS

- Led Pakistan Polio Eradication Programme communications (Bill & Melinda Gates Foundation, WHO, UNICEF, Rotary, CDC) — vaccine refusals fell from 35k to 15k; campaigns won Effie, Dragon & PDA awards.
- Led integrated communication for SPHF — the world's largest flood-rehabilitation housing project.
- Doubled Interflow's revenues within one year by blending creative, media, digital, OOH and activation.
- Launched & repositioned brands for PSO, Unilever, HBL, SCB, K-Electric, Nokia, American Express, JS Bank, PIA — incl. PSO CARIENT & BLAZE 4T and the PSL Multan Sultans franchise.

EXPERIENCE

GM & Strategy Head • Connect Marketing

Jan 2025 – Present

- Lead agency strategy, business growth and operations; manage integrated client portfolios across creative, media, digital and strategy.
- Oversee social media & web development for TDAP, Click-S-Boss, SSPA-Mamta; performance marketing for The Court Group (real estate).

Business Director • M&C Saatchi

Aug 2024 – Jan 2025

- Led integrated communication for SPHF across ATL, digital, social, content and international & local PR.
- Built integrated frameworks spanning conventional media, digital platforms, content production and PR ecosystems.

Senior Project Manager • Synergy Dentsu

Aug 2022 – Jul 2024

- Directed End-Polio communications with B&MGF, GPEI, WHO, UNICEF, Rotary and CDC; managed creative, media, PR, digital and influencer advocacy.
- Refusals dropped 35k → 15k during drives; environmental samples touched zero (Oct 2022); first platform-based digital media for polio (TikTok, Facebook, YouTube).

General Manager • Interflow Communications

Feb 2021 – Apr 2022

- Ran client management, business growth and agency operations; developed PSO's CARIENT positioning & packaging.
- Delivered JS Bank (launched JS Her), Coda Shop, PIA social media and State Life.

Head of Corporate Communications • Iqra University

Aug 2020 – Feb 2021

- Led university-wide marketing, branding and admissions: performance funnels, lead-gen, conversion optimization and digital enrollment journeys.

Group Business Director & Media Head • Interflow Communications

Mar 2016 – Jul 2020

- Doubled revenues within a year; merged DHQ digital into Interflow; leveraged group strength of TV-One, News One & FM-91.
- Re-launched PSO CARIENT & BLAZE 4T, launched Altron fuels, made DKT's JOSH the fastest-selling brand in its category, launched PSL Multan Sultans, won K-Electric corporate communications.

Founder • ROTS (Integrated Marketing Agency)

Jan 2014 – Mar 2016

- Built an integrated marketing agency; won OOH strategies for Unilever (LUX, Lifebuoy, Sunsilk, Clear, Magnum, Lipton); clients incl. Cussons, GEO TV, Zong, Syngenta, USAID's CSM.

EARLIER CAREER

Group Account Director • JWT (WPP)

Jun – Dec 2013

UPL, HBL, EBM, Meat One, GEO — grew existing business ~30%.

Group Account Director · Wahedna D'Arcy <i>Colgate-Palmolive, UBL, Searle; new business: KASB, Ontex, Lawrencepur, FAW Motors.</i>	Feb 2011 – May 2013
Executive Director · RG Blue Communications <i>Developed Bake Parlor, AKD Securities, Lucky Textiles, Walls & British Petroleum.</i>	Jan – Dec 2010
Executive Director & Group Account Director · Contract & JWT (WPP) <i>Nokia, HSBC, American Express, LG, ARY (launched Fashion TV; Bryan Adams concert), TPL Insurance launch.</i>	Apr 2005 – Dec 2009
Account Manager · Mass Advertising <i>PSO, Habib Oil Mills, Lufthansa, Rimmel; re-branded Shaheen Air.</i>	Sep 2002 – Mar 2005

EDUCATION & DEVELOPMENT

MBA, Marketing of Financial Services · Institute of Business Administration (IBA)	2002
B.Com · DHA Degree College	2000
Training: Thinking Strategically & Communicating Clearly (Int'l Square Workshop, Malaysia) · Effective Advertising (Guanhin Tay, JWT Asia Pacific) · 'Unboxing' Technique (Ravi Deshpande, Contract India)	
Beyond work: Taught Advertising & IMC at SZABIST · Acted on Play TV, ARY Digital & GEO Entertainment · Presented on Radio Pakistan & FM 100	

CORE EXPERTISE

Brand Strategy · Integrated Campaigns · Business Development · Client Leadership · Media Strategy & Planning · Digital & Performance Marketing · Social & Content Ecosystems · Corporate Communications & PR · Activations, Events & OOH · Strategic Planning