



ABOUT ME

Seasoned Business Leader with 12+ years in advertising & marketing, expert in multi-channel campaign execution, market strategy, and driving growth through creativity and innovation. Keen to apply transformative leadership and a passion for learning in a challenging new role.

PERSONAL DETAILS

Date of birth
21 Sep 1992

Nationality
British

Visa status
Work Visa

Marital status
Married

SKILLS

RELATIONSHIP BUILDING AND RETENTION
COMMUNITY MANAGEMENT
SOCIAL MEDIA MARKETING
BUSINESS DEVELOPMENT
ACCOUNT MANAGEMENT
COMMUNICATION SKILLS
MARKETING STRATEGY
SOCIAL MEDIA TRENDS
STRATEGIC PLANNING
PUBLIC RELATIONS
PROBLEM-SOLVING
LEADERSHIP
CREATIVITY

LINKS

LinkedIn:
<https://www.linkedin.com/in/amatul-malik-62a7b8195>

Instagram :
<https://www.instagram.com/amatulsaba/?hl=en>

LANGUAGES

ENGLISH
HINDI

HOBBIES

-ACTRESS -MODEL -
CERTIFICATION IN CULINARY
ARTS -TRAVELER -
CERTIFICATION IN MAKEUP
ARTISTRY

DRIVING LICENSE

Driving license category
Full Driving License

REFERENCE

References available upon request

AMATUL MALIK

MARKETING MANAGER

	601 , Crescent Tower B, Dubai Production City , Dubai, 25314, United Arab Emirates
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WORK EXPERIENCE

AMITY UNIVERSITY
Dubai, UAE
Mar 2025 - Present

Marketing Manager

- Spearheaded marketing strategies to boost admissions and enhance brand awareness across five Amity branches in Dubai, Muscat, and Abu Dhabi.
- Managed onsite and digital campaigns, overseeing media buying for radio and print while optimizing ad spend on Google and Meta.
- Organized events, workshops, and promotions, driving increased footfall and strengthening community engagement.
- Led localized digital campaigns and influencer partnerships to elevate online presence and customer engagement.
- Optimized marketing budgets, tracked key performance metrics such as footfall, sales, and ROI, and delivered monthly performance reports.
- Collaborated closely with PR and operations teams for cross-promotions, ensuring brand consistency in all marketing efforts.
- Worked with agencies to ensure smooth execution of marketing strategies while maintaining regulatory compliance.
- Led a team of four marketing professionals and crafted content creation strategies for all five branches.

KIDS UNLIMITED
Dubai ,UAE
Oct 2024 - Feb 2025

Business Development & Marketing Manager

- Drove a 15% sales uplift, contributing an extra AED 30,000 in revenue within the first month.
- Directed daily operations across marketing, sales, and team management for optimal business performance.
- Managed talent acquisition, training, and scheduling to build a proficient and productive workforce.
- Formulated and executed strategic business plans to foster growth and operational excellence.
- Led dynamic marketing campaigns to boost brand exposure and deepen customer engagement.
- Implemented efficient processes for client onboarding, customer service, and internal workflows, raising service quality.

KINGSMEN AGENCY
Dubai, UAE
Jan 2024 - Feb 2025

Account Manager

- Managed key F&B clients, including Yoko Group, Prime Hospitality, Savour, Nazcaa, Praia Tete-a-Tete, and gaming arcade client Grand Control, overseeing their digital marketing and brand strategy.
- Led SEO, Meta Ads, Google Ads, paid digital spend, content creation, social media management, and influencer marketing to maximize brand visibility and engagement.
- Scheduled postings and prepared content calendars for creative campaigns, ensuring consistent and engaging brand storytelling.
- Assigned tasks to team members and agencies, ensuring timely execution of marketing plans and deliverables.
- Developed and executed creative marketing plans and strategies aligned with client business objectives to drive growth and customer engagement.
- Led client-facing interactions, maintaining strong relationships, clear communication, and an in-depth understanding of their needs.
- Prepared detailed client briefs, outlining campaign goals, key messaging, and performance expectations to ensure targeted marketing success.
- Organized and oversaw photoshoots and video production, creating high-quality content for social media, websites, and promotional materials.
- Assisted in developing client identities from scratch, ensuring a consistent brand presence across all digital and offline platforms.
- Monitored campaign performance, provided detailed reports, and identified optimization opportunities to improve ROI.

AMU'S PR & EVENTS CO.
PAK, UK, UAE
Feb 2018 - Mar 2024

Chief Executive Officer

- Successfully led marketing agency as CEO and Owner for six years, consistently achieving annual growth rates of 12-25% each year.
- Partnered with over 400+ prominent national and international brands, fostering strategic business development initiatives and establishing agency's reputation as market leader.
- Demonstrated expertise in strategic planning, team management, and fostering culture of innovation, driving agency's success and adaptability in challenging market environments.
- Promoted agency at industry events and conferences, cultivating mutually beneficial partnerships with industry leaders and earning strong reputation within marketing sector.
- Oversaw acquisition of strategic competitor, expanding agency's market reach and product portfolio.
- Partnered with management team to optimize operations, reduce costs, and guide company's growth and expansion.
- Served as mentor and role model for aspiring entrepreneurs, sharing knowledge and expertise to foster next generation of industry leaders.

CUTTING EDGE
Islamabad
Feb 2021 - Mar 2022

Director Marketing & Sales

- Successfully conceptualized and led 'POREF' (Pakistan Overseas Real Estate Forum) project, bringing on board 100 realtors from Pakistan and achieving maximum sales within first 15 days of joining.
- Spearheaded innovative sales and marketing initiatives to boost company performance and revenue, setting new benchmarks in real estate industry in Pakistan.
- Excelled in identifying and capitalizing on opportunities in challenging market environments, driving company's growth, and establishing it as market leader.
- Built and maintained strong relationships with key stakeholders and industry partners, expanding company's network and opening new avenues for business development.
- Consistently delivered tangible results and exceeded targets by leveraging strategic insights and best practices in sales and marketing.

MINT PR
Lahore, Pakistan
Jun 2016 - Jun 2017

Senior Public Relations & Marketing Executive

- Managed high-profile clients, including leading TV artists, hosts, and musicians such as Hira Mani, Juggan Kazim, Fahad Mustafa, Ali Rehman, Mikaal Zulfiqar, Alyzeh Gabol, Maya Ali, and Hania Aamir.
- Oversaw all aspects of their public image and media relations.
- Secured publication of 30 client photos per month across various magazines and online portals.
- Arranged two digital interviews and coordinated plug-ins on TV shows, radio shows, and YouTube channels monthly.
- Drafted and disseminated press releases, leading to two featured articles in major newspapers each month.
- Coordinated client photoshoots and successfully pitched them to brands, resulting in multiple endorsement deals.
- Developed and maintained strong relationships with media outlets, journalists, and industry influencers to enhance client exposure.
- Compiled content for various communication channels.
- Built positive, productive relationships with media outlets to maximize client exposure.

ARPR
Lahore, Pakistan
Jul 2017 - Feb 2018

PR & Marketing Manager

- Managed 6 PR and social media accounts simultaneously, achieving 20% increase in engagement rates across platforms within 6 months.
- Built positive, productive relationships with media outlets, increasing brand exposure by securing coverage in 15+ major publications.
- Set standards for outgoing content by producing templates and examples, resulting in consistent brand voice and content quality.
- Evaluated account performance and highlighted opportunities to build client and company growth.
- Devised innovative advertising and marketing programs that improved brand awareness.
- Negotiated best-possible prices for maximized profit levels.

EDUCATION

COTHM
Islamabad
2016

- Graduated with Silver Medal in ADCA Culinary Arts, achieving a 89% score.

KINGSTON COLLEGE
Kingston
2011

A levels: Business & Arts

- Business Studies, Psychology, Sociology

KINGSTON COLLEGE
Kingston
2009

IGCSE: Business & Arts

- English B, Urdu B, Maths B, Media Studies C, Business Studies C