

SARDAR WAQAS KHAN



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Azad Kashmir 

EDUCATION

Bachelor in Mass Communication

- Foundation University Islamabad | 2015 – 2019 Major in Media science

F.Sc (Pre-Engineering)

Punjab College | 2013 – 2015

LEADERSHIP & PUBLIC ENGAGEMENT

Chairman

Kashmir Union Parliament

Vice President

Pakistan Youth Parliament

Motivational Speaker & Youth Mentor

Conducted leadership sessions.

Participated in youth development initiatives.

Promoted civic engagement and social awareness.

KEY SKILLS

- Meta Ads Manager
- Google Marketing Tools
- CRM Systems
- Business Development
- Digital Analytics
- Adobe Premiere Pro
- Adobe Photoshop
- Drone Operations
- Professional Photography
- Video Editing & Production
- Sales

SUMMARY

DIRECTOR SALES & DIGITAL TRANSFORMATION | BUSINESS GROWTH STRATEGIST | REAL ESTATE SALES LEADER | MEDIA EXECUTIVE | DIGITAL MARKETING SPECIALIST

Dynamic and results-driven Sales, Marketing & Digital Transformation Executive with more than 7 years of leadership experience across Real Estate, Media, Digital Marketing, Business Development and Corporate Management.

Proven track record of leading high-performing sales teams, driving revenue growth, executing large-scale digital campaigns, and building strong corporate partnerships. Successfully managed media operations, sales divisions, and marketing strategies for multiple organizations while overseeing cross-functional teams.

Experienced in international business communication and market engagement, including collaboration and exposure to UK business culture and international corporate standards. Skilled in integrating modern digital solutions with traditional sales strategies to maximize organizational growth and market expansion.

Currently leading digital media, sales operations, branding initiatives, and strategic growth plans across multiple companies.

WORK EXPERIENCE

Head of Media – Medic Group of Companies

Oct 2024 – Present

Leading strategic sales, marketing and digital transformation initiatives across multiple business units.

- Managing sales and digital operations for multiple companies under the group structure.
- Developed growth-oriented sales strategies resulting in increased customer acquisition and market penetration.
- Implemented digital marketing frameworks that significantly enhanced lead generation.
- Established integrated branding and media systems.
- Supervised cross-functional teams across sales, media and operations departments.
- Directed corporate communication and public engagement strategies.

Branch Director – Lake Vista Housing Society

2023 – 2024

Responsible for branch operations, sales growth and business expansion.

Key Achievements:

- Managing sales and digital operations
- Led sales teams to achieve aggressive revenue targets.
- Improved customer conversion rates through strategic sales planning.
- Managed branch profitability and operational excellence.
- Developed partnerships with investors and corporate clients.
- Enhanced digital lead generation through targeted marketing campaigns.

Head of Media & Marketing – Islamabad Marina City

2022 – 2023

Managed complete media, branding and digital marketing operations.

Key Achievements:

- Lead whole media team
- Developed comprehensive digital marketing strategies.
- Led branding campaigns that strengthened market positioning.
- Managed social media growth and engagement initiatives.
- Produced promotional media content for large-scale campaigns.
- Coordinated media relations and public communication.
- manage society site drone shoots, videos graphics, meta ads, content creation

Senior Media Producer & Digital Marketing Specialist– RBS LAND

Managed complete media videos drone shoots (capital smart city) etc

2019 – 2022

Key Achievements:

- Produced high-impact promotional videos and commercials.
- Managed video production lifecycle from planning to execution.
- Executed digital advertising campaigns.
- Created engaging content for social media platforms.
- Enhanced brand visibility through creative marketing solutions.

Digital Marketing Consultant & Media Strategist

Landmark Marketing | Enove Home Automation | I Aunts Search (Clients)

Provided end-to-end digital marketing and media solutions, including brand strategy, social media management, performance marketing, content creation, graphic design, video production,

and lead generation campaigns. Successfully enhanced brand visibility, customer engagement, and business growth through data-driven digital strategies and targeted advertising across multiple platforms.

Key Responsibilities:

- Digital Marketing Strategy & Execution
- Meta (Facebook & Instagram) Advertising
- Lead Generation & Conversion Campaigns
- Social Media Management
- Graphic Design & Branding
- Video Production & Editing
- Content Creation & Marketing
- Corporate Branding & Online Reputation Management
- Performance Analytics & Campaign Optimization

Achievement:

Successfully delivered comprehensive digital marketing services that increased brand awareness, generated qualified leads, and strengthened the digital presence of multiple organizations across different industries.