
Waleed Asif Janjua

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WORK EXPERIENCE

Hayzel Technologies • 03/2023 – 04/2026

Senior Manager Marketing Communications • Full-time

- Directed the development and execution of comprehensive, data-driven marketing communications strategies across digital, traditional, and social channels to elevate brand positioning and accelerate market penetration.
- Spearheaded the overarching content strategy, public relations, and corporate messaging, actively cultivating high-level media relationships and managing agency partners to maximize industry share-of-voice.
- Partnered closely with Product Marketing, Sales, and Executive leadership to ensure messaging alignment, successfully drive Go-To-Market (GTM) product launches, and produce high-impact sales enablement collateral.
- Developed and managed multi-channel marketing campaigns, optimizing budget allocation for maximum ROI.
- Used data-driven insights to make informed decisions and guide marketing initiatives for maximum impact.

Zones IT Solutions • 06/2021 – 08/2022

Marketing Communications Specialist

- Developed clear and concise internal and external communication for website and social media, effectively articulating the company's culture and values to diverse audiences.
- Creatively designed promotional materials and original copy for employer branding collateral, ensuring a compelling narrative for newsletters, blogs, and recruitment channels
- Supported brand management by producing marketing copy that reflected the core identity of the company and enhanced its presence as a networked employer.
- Generated comprehensive reports and dashboards to analyze the effectiveness of communication programs, demonstrating a focus on measuring brand strength and engagement.
- Managed key internal and external accounts, acting as a strategic partner to ensure consistent brand delivery across various touchpoints.

National Logistics Cell • 02/2020 – 06/2021

Senior Marketing Officer

- Responsible for planning of company's promotional and advertising communications projects such as electronic, print, and special events to execute parts of the marketing plan.
- Supervised the design, production, and distribution of collateral and promotional materials to aid NLC's Sales and Marketing programs.
- Responsible for company's complete BTL Marketing activities.
- Coordinated company's involvement in the CSR activities.
- Assisted in the planning of marketing and/or communications strategy by identifying communications needs based on relevant research.

Deztopia • 08/2016 – 01/2020

Marketing Executive • Full-time

- Wrote copy for all marketing collateral, including brochures, letters, emails and website.
- Oversaw all company's social media accounts management.

- Developed engaging, creative, innovative content for regularly scheduled posts, in collaboration with the design team.
- Planned and successfully executed BTL Marketing activities.
- Maintained company's website and created engaging web content.

EDUCATION

M Sc. International Marketing
Coventry University • UK

Postgraduate Diploma in Marketing Analytics
University of Virginia

Level 7 Postgraduate Diploma Strategic Management & Leadership
Chartered Management Institute • UK

Level 7 Postgraduate Diploma Professional Consulting
Chartered Management Institute • UK

Bachelor Of Science Business Administration
COMSATS University Islamabad

Bachelor Of Arts in English & Journalism
University Of The Punjab

CERTIFICATIONS

Google Digital Marketing & E-Commerce Certification
 Google

Google Data Analytics Certification
 Google

Google Project Management Certification
 Google

Scrum Fundamentals Certified – SFC™
 Scrum Study

Advanced SQL
 Data365