



Umair Hassan

Cost-Efficient Strategist | Compliance-Driven Marketer
Riyadh-Based (Transferable Iqama)

CONTACT

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- Riyadh, Saudi Arabia

EDUCATION

- 2007 – 2010
MBA (Finance and Marketing)
PAF-Karachi Institute of Economics and Technology
- 2004 – 2006
M.A. (Economics)
University of Karachi
- 2001 – 2003
B.Sc.
University of Karachi

SKILLS

- Vendor Negotiation & Procurement
- Marketing Compliance & Governance
- Process Auditing & Workflow Design
- Digital Asset Curation
- Cross-Functional Leadership
- Event Logistics & Production Management
- Customer Relationship Management (CRM)
- Content Development & Editorial Management
- Problem-Solving & Analytical Thinking

PROFILE

Proven expertise in **Marketing, Event management, vendor negotiations** (12%+ cost cuts), **process optimization** (20% faster timelines), and **marketing compliance** (Competition Law-trained). Built partnerships with global brands (Unilever) and agencies. Technical proficiency in MS Office, Adobe Suite, and CRM tools. Riyadh-based professional supporting Saudi Vision 2030 through operational efficiency, regulatory alignment, and digital innovation.

EXPERIENCE

JANG NEWSPAPER Associate Manager Marketing Karachi, Pakistan
May 2018 – Present

Vendor Negotiation & Cost Optimization

- Negotiated contracts with multiple vendors for Jang Educational Expo, reducing procurement costs by 12% while ensuring on-time delivery.
- Managed billing/recovery for advertising partnerships, achieving 98% payment compliance.

Marketing Operations & Process Efficiency

- Streamlined editorial workflows for print/digital supplements, cutting production timelines by 20%.
- Oversaw page layouts and ad placements, optimizing brand visibility in high-profile publications.

Corporate Content & Brand Management

- Produced press releases, event coverage, and marketing content for print/digital, enforcing brand consistency.
- Led 25+ corporate supplements/annual editions, from concept to distribution.

ZNEWS TV Broadcast Operations Coordinator (Producer) Karachi, Pakistan
Jun 2016 - Jul 2016

- Directed program recording, coordinating studio crews and technical teams to ensure seamless execution.
- Finalise theme of program, enforced editorial standards for pre/post-production content, reducing on-air errors
- Conduct the show, maintain good flow and write in-show & pre-show teasers
- Gather leads for possible stories

CONSULTANT Production & Operations Consultant Karachi, Pakistan
2016-2024
(Key Skills: Retail Activations | Digital Content Production | Campaign Management)

Retail & Brand Campaigns

- Coordinated multiple retail activations and school campaigns for brands like Unilever (Walls Ice Cream), ensuring on-ground brand visibility.
- Partnered with advertising agencies to execute promotional events and fabrications.

Digital Content & Video Production

- Created and edited multiple YouTube videos (sports, tourism, health) and corporate event coverages.
- Scripted IVR/TVC/DVC concepts aligned with client briefs for brands across industries.

Marketing Operations

- Led end-to-end digital campaigns, designed promotional materials for clients, while managing agency coordination, billing, and timely execution.
- Curated reusable marketing assets (videos/graphics) and nurtured client relationships to retain accounts and acquire new business.

COURSES

- Script Writing Workshop (Geo TV Networks)
- Presentation Skills Certification (ICAP, 100 hrs)
- MS Office Suite (Word, Excel, PowerPoint)
- Adobe Premiere & Final Cut Pro (Basic)

LANGUAGES

- English (Professional Proficiency)
- Arabic (Conversational)
- Urdu (Native)

REFERENCES

Will be made available on request

RIZKAN NEWS

Dec 2013 - Mar 2016

Online News Editor

Pakistan

HEALTHWATCH NEWS

Jul 2015 - Jan 2016

Online News Editor

- Prepare the running order of news according to the importance
- News gathering, script writing
- Curating headlines/descriptions and their appropriate formatting
- Using social media tools to spread the content of the website
- Developed, edited and managed web content

ELEVATION (PVT) LTD

Nov 2015 - Feb 2016

Client/Account Executive

Pakistan

- Collaborated directly with clients to understand their advertising needs and translate them into actionable creative strategies.
- Worked alongside account managers to brief media, creative, and research teams, ensuring alignment and effectiveness across campaign planning.
- Built strong, trust-based relationships with clients such as Unilever's Walls Ice Cream brand —maximizing satisfaction, strengthening loyalty, and maintaining long-term partnerships
- Played a key role in the core team, managing end-to-end campaign execution including concept development, coordination, team meetings, and content strategy.
- Oversaw operational tasks such as billing, recovery, account management, and day-to-day client servicing to ensure seamless delivery.
- Conceptualized and helped execute impactful on-ground campaigns including roadshows and youth outreach programs at schools and colleges to drive brand engagement.
- Contributed to event planning and execution—supporting retail ambiance creation, stall setups, fabrication, activations, and print production to bring campaigns to life.

SAUDI ARAMCO AVIATION

Apr 2012 - Jul 2015

Flight Attendant

Saudi Arabia

- Necessity-driven tasks with a strong focus on operational compliance.
- Ensure adherence to company policies, procedures, regulatory guidelines, and safety standards.
- Demonstrate understanding of the hospitality and customer care aspects of the in-flight assistant role.
- In-flight service operations and procedures.
- Basic Life Support (BLS) techniques, firefighting and emergency response training.

GEO NEWS

Jul 2006 - Mar 2012

Producer

Karachi, Pakistan

- Directed live broadcast and programme recording, coordinating studio crews and technical teams to ensure seamless execution.
- Generated story ideas and contributed to editorial planning by brainstorming compelling content on current and key issues
- Edited headlines, descriptions, and all video-related content to ensure clarity, accuracy, and audience engagement
- Invited high-profile guests, including business leaders and government officials, strengthening the program's credibility and reach.
- Coordinated with internal departments to develop and finalize program theme
- Produced visuals, layouts, and graphics—both script-based and on-the-fly—to support storytelling and viewer engagement
- Mentored junior staff on scripting tools and broadcast processes, enhancing overall team productivity and quality standards
- Oversaw post-production editing to ensure final program quality met broadcast standards and editorial goals