

Salman Khan

Copywriter/
Creative Manager

[linkedin.com/in/salmancreative](https://www.linkedin.com/in/salmancreative)
salmankhanv222@gmail.com
<https://salmancreative.com>

About Me

Award winning copywriter with 5+ years of traditional and non-traditional advertising experience with firms like Saatchi & Saatchi and Team Reactivate working for global brands like Red Bull. An avid reader, a poet, and a performer. Absolutely love to narrate jingles, stories and generally act out the words.

Work Experience



Creative Manager

Team Reactivate

One of the leading digital advertising agencies in Pakistan now expanding in the Mena region.

August 2022 - Present

- Lead a team of 3 copywriters and 1 art director to 3 winning pitches: Fly Jinnah, Shan foods global and Surf liquids.
- Wrote, presented, and sold 11 DVC, 6 YT pre-roll and 2 fashion film copies.
- The lead creative on the India Pakistan collaboration campaign for Shan Foods achieving high engagement rates on Meta and YouTube.
- Pitched and wrote Pakistan's 1st ever machine learning ad for Unilever Pakistan while working remotely with the Rephrase team in India. (To be released)
- Launched a completely new category of flavorful oats in the Pakistan market.
- Brainstormed, picked out insights, wrote and storyboarded 3 sets of precision ad films for Surf Excel and Sunsilk while staying true to the brand essence and the guidelines.



Copywriter

Team Reactivate

November 2020 - August 2022

- Wrote 21 occasion based POSM copies for Red Bull illustrations while working remotely with the creative director in Cape Town.
- Wrote the social media campaign for Lux Style Awards 2022 with the KPI of engaging with the voters. The campaign gathered more than 200K votes.
- Won 2 Effie awards for Tresemme 'Salon at Home' achieving a brand lift of 7.5% with 70% digital reach and a VTR of 79%.
- Wrote copies for Pakistan's 1st ever Directors Mix campaign for Tresemme 'Salon at Home' which gained 36 million impressions, 33 million people viewed the entire ad without skipping, and achieved 133,000 outbound clicks.
- Wrote engaging copies for the insurance brand TPL that led to a 35% increase in lead generation.
- Wrote captions and researched references for the roll out of 32 social media posts for 7 clients monthly.
- Adapted 7 TVC campaigns for Unilever Pakistan into YT precision assets, Facebook posts and IG stories while staying true to the look and feel of the thematic communication.
- Consistently transformed brand strategies into captivating creatives across five diverse categories: food and beverages, haircare, skincare, soaps and detergents, and household appliances.
- Designed 2-3 presentations monthly for Unilever Pakistan.



Junior Copywriter

Saatchi & Saatchi

A British multinational communications and advertising agency network with 114 offices in 76 countries and over 6,500 staff.

August 2018 - October 2020

- Wrote and presented two episodes of an action-adventure animated series for Continental Biscuits Ltd that has over 10m views on YouTube.
- Answered to a TTD sheet of 2-4 copy jobs per day for Procter & Gamble and Tapal Tea which included writing for print ads, emailers, trade letters and radio.
- Contributed to more than 15 IMC presentations by ideating, doing design research for key visuals, writing copy, editing video, making static social media assets, gifs and storyboards.
- Started off as a management trainee and landed a permanent position at the firm.

Relevant Skills

- Copywriting: Social media posts, ad films for tv and digital, radio copies, print ads, lead generation campaigns, trade letters, brand pointers, website content, SEO writing and emailers.
- Presentation Skills: Narrating jingles, brand manifestos, acting out stories by role playing, presenting both the strategic framework and the creative manifestation of it.
- Video editing: Basic video and sound editing skills with software like Adobe Premier.
- Branding & Identity: Brand Awareness, Brand Development, Brand Management, Strategic Brand Positioning, Product Marketing, Integrated Marketing, Integrated Marketing Communications Planning.
- Digital Marketing: Full funnel marketing, SEO writing, personalized precision marketing copies.
- Design: Visual research, creative ppt design, reference hunt, mood boards, storyboards, visual direction
- Ideation: Leading group brainstorm, researching consumer insights, developing idea threads.

Education History



Bachelors in Media Sciences

Szabist University

Year of Graduation: 2018 | CGPA: 3.16

- Best Thesis
- Numerous Awards
- Merit Scholarship
- Highest CGPA in one semester
- Drama society certificates
- College paper editor