

Rohail Rauf

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Professional Summary

Innovative and results-driven **Creative Digital Strategist** with 7+ years of experience blending design, AI tools, branding, and digital marketing to drive business growth and elevate brand presence. Expert in developing cohesive visual identities, crafting high-impact marketing campaigns, and optimizing content across digital channels. Skilled in Adobe Creative Suite, paid media strategy, and social media marketing. Adept at aligning creative vision with marketing goals to deliver measurable results. Passionate about using design thinking and data-driven insights to create engaging, user-centered experiences. Seeking to bring strategic creativity and technical expertise to forward-thinking brands in 2025's dynamic digital landscape.

Extensive Experience

2019 – Present **Creative Digital Strategist**

Prism Heights | Prism Estate & Builders – Gulberg Greens, Islamabad

- ☆ Designed and executed high-impact visual content for social media, achieving up to 1M+ organic and paid views per campaign.
- ☆ Developed, scheduled, and managed multi-platform social media calendars to optimize audience reach and engagement.
- ☆ Created and launched targeted digital marketing campaigns across Meta (Facebook/Instagram), LinkedIn, TikTok and Google platforms, managing budgets up to \$15,000 USD per campaign.
- ☆ Monitored and moderated social media communities to drive meaningful interactions and protect brand reputation.
- ☆ Analyzed performance data and optimized campaigns in real-time, consistently exceeding lead generation, reach, and engagement targets.
- ☆ Collaborated cross-functionally with creative, marketing, and analytics teams to ensure brand consistency and maximize ROI.
- ☆ Leveraged tools like Meta Business Suite, Adobe Creative Suite, and social media scheduling platforms to streamline workflows and enhance productivity.
- ☆ Continuously researched and integrated emerging design trends, AI technologies, and industry best practices to deliver innovative, future-ready creative outputs.

Key Achievements:

- ☆ Generated over 1M views and high engagement rates across multiple social media campaigns.
- ☆ Drove cost-effective lead generation (upto 100 leads/day) and significantly increased digital brand visibility.

2020 – 2023 **Content Strategist**

Kallisto Restaurant | Kallisto Marquee – Bahria Town, Rawalpindi

- ☆ Crafted high-impact blog posts, social media content, and website assets, driving increased audience engagement and brand visibility.
- ☆ Designed and produced multimedia content (graphics, videos, animations) to boost user interaction across digital platforms.
- ☆ Conducted in-depth research to ensure content accuracy, relevance, and alignment with brand voice and audience needs.
- ☆ Tracked and analyzed content performance using analytics tools, optimizing strategies to maximize reach, engagement, and conversion rates.
- ☆ Strategically managed and scheduled content calendars to ensure consistent, timely, and campaign-aligned content delivery.

2018 – 2019

Visual Designer

Eycon (Pvt.) Ltd. | Global Ad. Solutions – Los Angeles, California

- ☆ Designed dynamic visual assets for both print and digital media, enhancing brand visibility and user engagement.
- ☆ Developed cohesive branding materials, including logos, brochures, and marketing collateral, tailored to client goals and market positioning.
- ☆ Partnered directly with clients to deliver customized design solutions that aligned with brand strategy and campaign objectives.
- ☆ Produced high-quality graphics using Adobe Creative Suite (Photoshop, Illustrator, InDesign), ensuring consistency and excellence across all deliverables.
- ☆ Continuously researched and integrated emerging design trends and best practices to keep creative outputs innovative and competitive.

2016 – Present

Multimedia Marketing Freelancer (Part-time)

Multiple Platforms – Around the World

- ☆ Offered digital marketing and branding services to global clients.
- ☆ Created content and edited videos for online platforms.
- ☆ Developed brand strategies and visual identities.
- ☆ Managed social media and drove audience engagement.
- ☆ Delivered creative, results-driven solutions across industries.

Core Skills

Visual Design

Designed brand visuals and multimedia assets, increasing audience retention by 50%.

Digital Marketing Campaigns

Planned and executed multi-channel campaigns with CTR improvements of 15–20%.

Brand Strategy & Identity

Developed brand kits that enhanced client brand recognition.

Paid Media (Meta, Google Ads)

Delivered upto 10x ROAS through well-targeted ad creatives and audience segmentation.

AI Tools for Design & Content

Leveraged Adobe Firefly, Midjourney, Stable Diffusion, Flux, Kling, etc. to cut creative production time by 40%.

Analytics & Performance Tracking

Interpreted data insights to adjust strategies, leading to 18% higher campaign efficiency.

Education

Bachelors of Software Engineering, 2018

Comsats University – Islamabad

Awards

Best Final Year Project, Comsats | 3x Employee of the Month, Eycon | Best Performance – Social Media Marketing, Prism Estate & Builders