

Abdul Rehman Sahito

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Summary

A multi-disciplinary marketing expert who's delivered creative and engaging solutions across product identity, film and TV production, advertisement design, content optimization, ASO and other aspects of digital media. My work has also been featured in Dawn, PTV World, Arab News, and multiple other platforms.

I have served in Pakistan Army for 2 years, 2016-2018. Later on I joined SZABIST Islamabad and am pursuing my BS in Media Sciences, Batch of 2018-2022 with 3.88 CGPA.

Experience



Head Of Marketing

Lads Technologies

Sep 2021 - Present (8 months +)

Head of Marketing, Media and ASO along with workforce management.



Digital Marketing Executive

The Knights

May 2020 - Aug 2021 (1 year 4 months)

App Store Optimisation, Ad Design, Social Outreach, Campaign Design and Management, Analytics, Advertisement Tools and Production Design.



GC

Pakistan Army

Nov 2016 - Feb 2018 (1 year 4 months)

Gentleman Cadet (R), 138th PMA L/C.

Education



Shaheed Zulfikar Ali Bhutto Institute of Science and Technology

Bachelor's degree, Communication and Media Studies

2018 - 2022

Licenses & Certifications

Google Play Store Listing Certificate - Google Play Academy

Issued Jan 2022 - Expires Jan 2023

44827326

Skills

Writing • Marketing • Social Media • Digital Marketing • Editing • Copywriting • Web Content
Writing • Video Production • Graphic Design • Digital Photography

Honors & Awards



Best Performer of the Month - The Knights

2021



Employee of the Month - Lads Technologies

Oct 2021



Judge - Journalism (SIST) - Shifa International Hospitals Limited

Sep 2020



Tamgha-i-Azm - Pakistan Army

Feb 2018



Best Marketer - Lads Technologies

Apr 2022

Best Performing Marketer of the Year