SAYYED ADNAN ALI

MARKETING SPECIALISTS AND BRAND COMMUNICATIONS

Dubai, UAE | +971 50 990 6947 | aali15262@gmail.com
LinkedIn | Creative portfolio | Video portfolio



PROFESSIONAL PROFILE

Marketing and creative strategy professional with approximately 4 years 7 months of combined full-time and freelance experience. Connects business priorities with brand communications, digital campaigns and hands-on creative production. Experience coordinating with leadership and sales, maintaining brand consistency, and using engagement data to improve content. Portfolio includes motivational Reels with 3M+ organic views and work for creators with 250K+ combined subscribers.

MARKETING CAPABILITIES

Branding and positioning: Brand strategy execution, brand positioning support, messaging, identity consistency and storytelling.

Marketing and campaigns: Integrated campaign planning, content strategy, copywriting and social media management.

Research and performance: Market and competitor research, audience engagement analysis and content optimization.

Creative leadership: Creative direction, stakeholder coordination, video marketing and end-to-end content production.

PROFESSIONAL EXPERIENCE

Marketing Specialist

Jun 2026 - Present

Bridgepoint Consulting | Dubai, UAE | Full-time

- Plan and execute digital marketing initiatives that support brand awareness, audience engagement and business visibility.
- Translate business priorities from management, sales and project teams into campaign concepts, brand messages and creative content.
- Lead creative production from ideation and copywriting through design, photography, videography, editing and motion graphics.
- Maintain consistent brand messaging and visual identity across social posts, Reels, carousels, brochures, presentations and advertisements.

Marketing Executive

Apr 2026 - May 2026

Speedex Group | Dubai, UAE | Full-time

- Developed and executed digital marketing campaigns focused on brand visibility, customer engagement and lead generation.
- Managed social media activity and content calendars, producing video, promotional materials and campaign assets.
- Conducted market research and competitor analysis to inform campaign ideas and brand communication.
- Coordinated with internal teams on creative delivery and data-informed improvements to online marketing.

Social Media Manager

Jun 2025 - Mar 2026

Lazulite Technology Services | Dubai, UAE | Full-time

- Managed social media content from concept and scripting through production, editing and final delivery.
- Translated technology offerings into accessible brand stories and digital campaigns for social platforms.
- Produced video, motion graphics and visual assets aligned with brand identity and marketing objectives.
- Used audience-retention and platform-performance insights to refine content while tracking trends, AI tools and emerging formats.

Creative Lead

Aug 2024 - Jan 2025

Astra.io | Seattle, USA | Remote | Full-time

- Oversaw social media content and creative direction for the founding team.
- Conceptualized, produced and edited daily video content around founders' interests, ongoing projects and company priorities.
- Led campaign brainstorming and visual storytelling, coordinating with marketing and executive teams on brand alignment.
- Tracked engagement and content-performance metrics to guide video optimization and audience reach.

Creative Strategist | Motion Designer | Visual Artist

Freelance | India | Remote

Mar 2022 - May 2025

- Delivered content strategy, motion design and video production for brands, creators and startups across digital platforms.
- Created motivational Reels with 3M+ organic views.
- Worked with creators and YouTubers whose combined subscriber base exceeded 250K.
- Managed projects from scripting and story development through 2D/3D animation, editing and final delivery.
- Adapted short- and long-form content to each brand's visual identity, audience and social media strategy.

PLATFORMS AND TOOLS

Marketing: Meta Business Suite, Meta Ads Manager, Google Ads, YouTube Studio.
Creative production: Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Adobe Animate.
Animation and VFX: Autodesk Maya, Foundry Nuke, Dragonframe.

EDUCATION

Master of Arts - Film

Aug 2023 - May 2025

Jamia Millia Islamia University, New Delhi, India | GPA 8.6

Bachelor of Arts - Economics

Sep 2020 - May 2023

University of Delhi, New Delhi, India | GPA 7.4

UNIVERSITY LEADERSHIP AND RECOGNITION

- Union Advisor, Inspirix, HRD Cell, University of Delhi - led a 100-student group.
- Marketing Head, Inspirix, HRD Cell - led a 50-student team.
- Head of Design & Technology, BIZNOMICS Society, University of Delhi.
- Lead Organizer, Toon Tamasha - Animation Department Business Event.
- Class Representative, M.A. Visual Effects & Animation, 2023-2025.
- College Inter-Departmental Chess Champion, College of Vocational Studies, 2023.

ADDITIONAL INFORMATION

Languages: English, Hindi | Nationality: Indian | Company visa | Immediate joining