

ZOHAIB Jaliawala

Paid Social & Media Planner

Essentials

- Facebook Business Manager
- Snapchat Business Manager
- Crimson Hexagon
- Microsoft Excel
- Illustrator
- Indesign

Volunteering

Houston Food Bank Sept 2017
Addys Houston Jan - Mar 2018
Lunar New Year Houston Jan - Feb 2018

Languages

- Urdu/Hindi - Fluent
- English - Fluent

Extras

- Spicy cuisine aficionado
- Classic car enthusiast
- Frequent kayaker
- Doodler

Contact

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EDUCATION

Bachelors of Arts in Advertising

Dec 2018

University of Houston

Jack J. Valenti School of Communication

EXPERIENCE

Media Planning/Paid Social Intern, Digitas

June - Aug 2018

Client: Pandora

San Francisco, CA

- Recommended social media platforms for artist promotion to client.
- Involved in client and partner meetings.
- Set up social media campaigns on Facebook, Instagram and Snapchat.
- Implemented social media campaign strategies.
- Assisted with QA-ing campaigns.
- Conducted research for artist sentiments on social media using Crimson Hexagon

Director of Media, The Valenti Group (NSAC)

Oct- May 2018

Client: Ocean Spray

Houston, TX

- Developed campaign budget to maximize ROI
- Created media pacing chart for \$5M and \$10M budget
- Recommended media strategies for optimal effectiveness
- Calculated CPMs and impressions for media tactics
- Delegated tasks to team members as well as implemented deadlines
- Planned and executed a sustainability Initiative.
- Collaborated closely with creative team to develop necessary assets
- Created and presented the keynote presentation

Intern, Lopez Negrete Communications

Sept - Nov 2017

Client: Houston Dynamo

Houston, TX

- Set up and ran a experiential Photo booth for attendees.
- Worked with the Account executive on the Activation campaign.
- Collected and reported data to the marketing team.

ORGANIZATIONS

MAIP

The 4A's Multicultural Advertising Intern Program (MAIP) provides and showcases the advertising industry with the best talent.

President

American Advertising
Federation – UH Chapter