

IFRA NADEEM

Head of Creative & Content Operations | Media Strategist

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PROFESSIONAL SUMMARY

Senior creative and content operations leader with over 5+ years of experience directing high-velocity creative teams, video production engines, and viral digital media campaigns across social platforms. Progressed from Content Strategist to Head of Department at Diginet Global, currently managing day-to-day operations for 50+ multidisciplinary creative specialists (video editors, motion designers, copywriters, and content strategists) and delivering campaigns that drive high audience engagement and over 150M+ organic views. Hands-on mastery in script-to-screen production pipelines, ClickUp workflow automation, brand storytelling, and multi-channel social media growth.

CORE COMPETENCIES

Creative Direction & Production: Creative Direction, Multi-Platform Content Planning, Scriptwriting, Storyboarding, Short-Form & Long-Form Video, Viral Hook Engineering, Trend Forecasting.

Leadership & Operations (50+ Team): 50+ Creative Team Orchestration, ClickUp Workflow Architecture, Turnaround Optimization (4 Days to 48 Hours), Production Planning (278+ videos/day), Review Rubrics & QA.

Distribution & Analytics Growth: Snapchat Story Studio & Spotlight, YouTube Studio & SEO, Meta Business Suite, TikTok Ads Manager, Audience Retention & CTR Optimization (301+ tiles/day).

Tools & Production Arsenal: ClickUp, Asana, Airtable, Trello, Meta Creator Studio, YouTube Studio, CapCut, Adobe Premiere Pro & Photoshop, Canva, Google Workspace.

PROFESSIONAL EXPERIENCE

Diginet Global Pvt Ltd — <i>Lahore, Pakistan</i>	Apr 2022 – Present
Head of Department	Feb 2025 – Present
- Direct the creative and content department, leading 50+ video editors, motion designers, copywriters, and content strategists across 4 core divisions (Creative, Editing, Tiling, and Publishing). - Oversee departmental planning, resource budgeting, and timelines, sustaining daily production of 278+ video deliverables and 301+ graphic tiles. - Standardized internal workflows and review processes in ClickUp, reducing turnaround from 4 days to 48 hours and cutting revision rounds by 60%. - Collaborate closely with performance marketing to review audience retention graphs, resulting in single-channel peaks exceeding 23.9M unique viewers.	
Creative Director	Aug 2024 – Feb 2025
- Directed creative concepts, storytelling arcs, and visual quality for major brand campaigns across YouTube, Meta, and TikTok, delivering over 15M+ campaign views. - Supervised concept ideation, narrative scriptwriting, and post-production quality across video deliverables with standardized review rubrics.	
Creative Manager	May 2023 – Aug 2024
- Managed daily creative production pipelines from brief to delivery, keeping multi-format schedules strictly organized and on track. - Introduced structured asset management and project tracking systems, scaling weekly content output by 3x.	
Content Strategist	Apr 2022 – May 2023
- Planned and developed multi-channel content strategies across Facebook, Instagram, and YouTube to increase organic reach and viewer retention. - Authored viral video scripts, social media copy, and carousel treatments, consistently outperforming account engagement baselines.	
Travel & Trade / Creative Hub — <i>Lahore, Pakistan</i>	2020 – 2021
Served as Social Media Manager & Executive, managing multi-platform posting schedules, community growth, and content calendars from the ground up for commercial client accounts.	

KEY CAREER ACHIEVEMENTS

- Short-Form Video Scaling:** Built and led a dedicated short-form video production model (Reels/TikTok/Snapchat) at Diginet Global, increasing weekly content output by 3x and generating over 150M+ cumulative views across key networks.
- 50+ Team Management:** Orchestrated a 53-person division across 4 functional departments, sustaining 278+ daily video deliverables and 301+ graphic tiles with zero delivery slippage.
- Workflow & Turnaround Optimization:** Reorganized project briefs and review procedures in ClickUp, cutting average video turnaround time from 4 days to 48 hours and cutting revision rounds by 60%.
- Rapid Leadership Advancement:** Promoted through 4 progressive leadership roles at Diginet Global (Content Strategist -> Creative Manager -> Creative Director -> Head of Department) within a 3-year span.

EDUCATION & CREDENTIALS

Bachelor's Degree in Mass Communication / Media Studies	2017 – 2021
University of the Punjab, Lahore	
Diploma in Aviation	2019 – 2020
College of Tourism & Hotel Management (COTHM), Lahore	