



SADAF ZARRAR

HIGHLIGHTS

GLOBAL BRAND BUILDING	CREATIVE STRATEGY	MARKETING INNOVATION	CONTENT LEADERSHIP	AGILE MANAGEMENT
Over two decades of holistic marketing experience managing global and regional brands.	Proven ability to craft creative strategy and sustain brand edge through brand assets and campaign platforms.	Experienced in building new age marketing experiences utilizing the evolving media ad new tech landscape.	Stewarded creation of impactful content on a global scale, shaping narratives across cultures, platforms.	Demonstrated track record of delivering in complex times, on multi-stakeholder, multi-market projects.

EXPERIENCE

The Coca-Cola Company | May 2015 – to date

Strategic Assignment, Generative AI – October '23 to date

Developing AI capability to enhance marketing initiatives across The Coca-Cola portfolio.

- **AI-Led Consumer Experience:** Leading role in Coca-Cola's inaugural AI-driven global activation for Christmas 2023, 2024 in collaboration with OpenAI, Bain, and Accenture and leading AI content platforms.
- **AI-Based Connected Pack Experiences:** Pioneered AI initiatives to personalized pack-based experiences, enhancing 1PD data collection.
- **Branded AI Content Capability:** Teamed up with leading AI platforms to enhance consumer AI content capabilities, achieving a 10x increase in cost efficiency and a 4x improvement in time efficiency, while maintaining and exceeding creative standards.
- **Driving Productivity:** Automated commerce-related content creation using bespoke solutions tailored to Coca-Cola brands.
- **Future of Transactions:** Co-creating future of transaction and commerce workstreams with AI hardware companies, including prototypes with Brilliant Labs and Humane.

Sr. Director Global Creative Strategy, Juices Dairy Plant – February '21 to date

Global Creative Strategy Lead for Coca-Cola's Nutrition Portfolio.

- **Strategic Vision Setting and Execution:** Spearheaded the brand vision architecture for global juice, dairy and plant-based brands. Translated this vision into creative guidelines and toolkits for global amplification.
- **Transformational Brand Building:** Led the global restage for Minute Maid, the world's leading juice brand. Successfully introduced the 'Filled with Life' platform across 130 markets and revitalized the visual identity system for the billion-dollar Minute Maid trademark.
- **Multimarket Charter Management:** Including Minute Maid Pulpy, Minute Maid Kids, Ades and the Minute Maid Global Equity Charter for 2022 and 2023 contributing significantly to brand strength and business growth across the globe.
- **Global Collaboration and Network Leadership:** Designed and led squads for global and regional workstreams. Aligned project needs with competencies across diverse markets, agencies and functions.
- **Innovative Marketing and Digital Mastery:** Pioneered pilot to scale incubators across digital touchpoints, designing 'digital-first' consumer experiences for clearly identified business challenges. Use of AI to drive consumer understanding and create impactful content.

Director Integrated Content and Creative Excellence South East Asia – September '19 – January '21

Responsible for End-to-End Integrated Content Strategy and Execution for all Coca-Cola Brands

- **Global Creative Leadership:** Partnered on Uplift, Coca-Cola's global recruitment campaign, amplifying campaign across digital and traditional touchpoints to meet participating market needs.
- **Sharpening Brand Edge:** Successfully directed creative strategy and content design for Teen Recruitment. Scaled and adopted across Coca-Cola markets as global best practices.
- **Team Leadership:** Led multifunctional teams, blending expertise from commercial, design, procurement, and frontline market teams.
- **Agency Management:** Managed regional and global partnerships, organizing resource mobilization for local, regional and global work including scoping, costing, resourcing, budget management etc.
- **In-Market Implementation:** Ensured efficient in-market implementation and stakeholder alignment through stage gates, real-time coordination, and strategic toolkits and workshops, amplifying campaigns on the ground.
- **Agile Ways of Working:** Optimized project set ups, navigating COVID-related limitations to create sustainable working models with adaptability and resilience. Leading the Coca-Cola Global Charter on Covid 'For the Human Race' in addition to 10 other charters across the KO portfolio.

Head of Integrated Marketing Communications – May '15 – August '19

Lead Resource for Creative Ideation and Strategy, Content & Design Development, Production, IMC Capability Enhancement & Agency Management for the complete Coca-Cola Brand portfolio.

- **Strategic Brand Building:** Elevated the Coca-Cola Portfolio by creating, sustaining and amplifying a range of diverse platforms like Coke Studio, CokeFests, Sprite Spicy, Sprite Streets.
- **Youth Recruitment:** Accelerated teen recruitment by activating Youth Passion Points with initiatives like Coca-Cola Cricket and Coca-Cola Music.

I love a good challenge. And I believe everything is solvable.

It is with this belief I started my career over two decades ago.

I have over time consciously curated my professional experiences, so I understand all sides of the story... from brand management to creative strategy, from building experiences to creating content that powers them, through the local, regional and global lens... and of course always as a consumer first.

My multifaceted marketing experience propels me to create campaigns and platforms that 'work'.

I am known for finding simple communication solutions to complex problems, managing multi-stakeholder projects and creating sustainable platforms which produce in market results.

EXPERIENCE CONTINUED

- **Asset Creation and Management:** Successfully managed and expanded Coke Studio into Coca-Cola's largest music platform, earning critical acclaim for innovative offshoots like Coke Studio for Deaf and Coke Studio Explorer.
- **Experiential Marketing:** Pioneered and managed Pakistan's largest experiential marketing platform, CokeFest, setting new industry standards by seamlessly blending Meals and Music.
- **Impactful Digital Transformation:** Deployed a Digital First Creative Capability and In-House Social Interaction Centre. Spearheaded the transformation with real time consumer engagement leading a team of 6 in the CIC and 5 direct reports.
- **Agency and Partner Management,** Demonstrated adept management skills by negotiating retainers, aligning scope of work, and deploying effective team structures for five strategic partners.

Warid Telecom – An Abu Dhabi Group Company | August 2011 – April 2015

Director Marketing Communications

Dept. Head, Responsible for setting up and functioning of the MarCom team, Consumer Facing Marketing

- **Department Setup:** From team structure to hiring of 12 direct reports. Development of Marketing Standards including deployment of Brand Health Tracker, devising of Campaign SOPs, formation of PR Team and PR Strategy as well as Social Media Strategy for the first time in the company in addition to signing up Digital, PR and Media Agencies via extensive pitch processes.
- **Driving Productivity:** bringing Warid's Planning Efficiency Factor to 1.35 making it the most effectively planned Telecom in the Industry and enjoying the lowest Cost per Rating Point
- **Brand Health:** Maintained Brand Love & Top of Mind for three straight years in a 5-player market despite having the smallest marketing budget. Achieved this via timely media activation and efficient media mix for IMCs.

The Coca-Cola Company | Dec 2009 – February 2011

Group Brand Manager, Coca-Cola TM – Pak/Afg

Responsible for Coca-Cola Trademark including for Business, Bottler and Brand.

- **Brand Development -** Conceptualized and executed Recruitment Campaigns, yielding a notable 0.7-point increase in 'Brand Love' Scores. Leveraged teen passion points, particularly in Music and Cricket, through integrated marketing campaigns.
- **Collaboration -** with Brand and IMC Teams across the Eurasia Africa Group as Charter Lead for the 'Coke and Meal platform.'
- **Commercial Leadership:** Led regional leadership programs working closely with bottling partners. Played a pivotal role in developing and executing a cross-system campaigns, a critical component for overall market dominance.
- **Project Management:** . Demonstrated strong project management skills and an ability to deliver high-impact initiatives on a global scale. Managed multiple seasons of Coke Studio, Coca-Cola's largest global music asset, from concept to production, airing, and marketing.
- **Digital-First Marketing:** Coordinated effectively with five partner agencies, resulting in the execution of one of Pakistan's most successful digital and media campaigns for the years 2010 and 2011

Mobilink Orascom Telecom | February 2006 – May 2009

Brand Manager

- **Brand Leadership:** Entrenched Jazz's position as the Most Loved Telecom Brand creating the content geared to deliver on brand equity, innovations and promotions and designing content & media mix for over 94 campaigns in 2 years and resulting in an increase of 7 points on Brand Love.
- **Cross Functional Collaboration:** Incl. Product Development, K&I, Trade Activation and managed all agency partners for comprehensive and timely deployment of multiple comprehensive IMCs.
- **Pioneered Digital & Mobile Marketing:** Established one of Pakistan's first digital marketing programs synced with the company data warehouse to provide real time content solutions for business concerns.
- **Brand Re-launch and re-positioning** for the postpaid brand indigo '*brings people closer*' and launched a year-long marketing program to entrench the new vision both via in and out campaigns and always on content.
- **Customer Relationship Management** Launched 'indigo Rewards' in partnership with Orix, Devised and Controlled Customer retention Initiatives to further entrench customer loyalty in a severely price sensitive market, partnered with 1100+ Merchants resulting in active engagement of 20% base and reducing churn. Devised customer follow up surveys for feedback, quality control.
- **Partnerships** Co-led first ever co-brand card in the Country in collaboration with Citibank The program aimed to reduce the entry barrier of security deposit by encouraging customers to pay through direct debit and generating retention through advance payments.
- **Asset Management** Planned and rolled out the 'Revival of Cinema' program a two-pronged program which supported the budding cinema industry and awarded the loyal customers.

Ogilvy and Mather | July 2001 – Jun 2004

Planner, Nestle Account

- **Strategic Planning and Market Analysis -** Developed a comprehensive market entry strategy, leveraging insights to position the new juice brands effectively within the Pakistani market, ensuring a strong competitive edge and sustained growth.
- **Cross-Functional Collaboration -** Successfully navigated and coordinated efforts across diverse departments to ensure a cohesive and synchronized approach to market entry.
- **Brand Positioning and Innovation -** Played a pivotal role in defining and implementing the brand positioning for Nestle's juice products, aligning them with consumer needs and preferences.

PASSION PURSUITS

Multifaceted Content Creation

- **Podcast Host** [Coming Soon!!] a podcast dedicated to simplifying success for women in mid career enabling them to navigate life and challenge stereotypes.
- **Content Creator** Advancing content creation credentials with original video content production on IGTV and YouTube – over 50,000 followers.
- **Blogging/Microblogging** Created and ran one of Pakistan's pioneering fashion and lifestyle blogs, SiddySays with a footprint spanning multiple social media platforms (exceeding 250,000 followers). Winner 'Best Blog in Pakistan' by Pakistan Today.
- **Radio Jockey (2006-2011), Television Host (2001-2009)**

Resource Development

- **Mentor & Volunteer** at Founder Institute, Facebook Communities Group, Lean In 'Women who Lead', PlanX & Plan 9 Incubator advising members on content development, blogging, digital media management and social media.
- **Certified Coach Level 1 IECL** pathway for PCC

EDUCATION:

2004 – 2005
MA Marketing Communications,
University of Westminster, London

1999 – 2001
MA Mass Communications,
Kinnaird College, Lahore Pakistan

REFERENCES:

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