

Mahwal Khan

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PROFILE

Results-oriented professional with hands-on experience across HR operations, brand activations, PR coordination, social media management, and marketing support. Proven ability to manage people, processes, and brand-facing initiatives in fast-paced environments.

Experienced in content planning, campaign coordination, event execution, employer branding, and digital engagement, alongside a strong background in stakeholder communication and operations. Worked on high-profile brand activations including Toni & Guy, collaborating with international industry experts and managing execution, coordination, and communication.

Known for being organized, adaptable, and execution-focused, with a strong understanding of how people, brand, and communication intersect. Actively seeking opportunities in PR, Marketing, Brand Management, and Social Media roles.

WORK EXPERIENCE

January 2026 – Present

Marketing & PR Executive | Craft 9 Studios

Working on an international project in collaboration with the Argentina Football Association, supporting the launch of its digital presence in Pakistan.

Contributing to on ground activations, marketing strategy, influencer collaborations, and PR initiatives to build brand visibility. Managing multiple client accounts, including an international digital publication and a local in-house digital magazine.

Developing content calendars, campaign decks, and strategic plans aligned with brand positioning and audience engagement.

Leading client communication through meetings, pitch presentations, and strategy discussions.

Coordinating and managing shoot executions to ensure alignment with campaign goals and brand direction.

Collaborating with internal teams to ensure smooth execution of campaigns and deliverables.

October 2024 – May 2025

HR Manager & Technical Recruiter | Talking Point

Supported brand activations and event execution for high-profile clients including Toni & Guy, Lux Style Awards, and Pond's.

Coordinated talent hiring and onboarding for large-scale events, ensuring smooth execution and brand alignment.

Collaborated with renowned international industry professionals during live activations and campaigns.

Assisted in event logistics, coordination, and communication between internal teams, partners, and talent.

Worked directly with leadership to support brand positioning, talent strategy, and campaign execution.

Contributed to company culture, engagement, and external brand perception through structured initiatives and events.

February 2023 – March 2024

Executive HR & Technical Recruiter | Digital Gravity

Worked closely with senior leadership to support workforce planning, internal communication, and organizational branding initiatives in a fast-paced digital agency environment.

Aligned recruitment activities with overall business objectives while maintaining consistent employer brand messaging across all candidate touchpoints.

Supported and managed recruitment campaigns, ensuring clear communication, brand consistency, and positive candidate experience throughout the hiring process.

Collaborated with cross-functional teams to coordinate hiring needs, operational priorities, and internal communication workflows.

Utilized reporting tools and data analysis to track recruitment performance, support workforce planning, and enable informed decision-making by management.

Acted as a central coordination point between leadership, hiring managers, and candidates to ensure smooth execution and stakeholder alignment.

Independently managed end-to-end HR and recruitment operations for the Dubai office, serving as the primary point of contact for international hiring and internal communication support.

Maintained structured records and ensured smooth operational flow.

Aug – Oct

HR Executive | Mclean Intelligent Workforce

Managed recruitment and onboarding processes, payroll coordination, employee relations, HR policies, performance evaluations, HR metrics, and compliance.

June – December

Social Media Manager | IdeazShuttle

Developed and executed social media strategies.

Created engaging content and scheduled posts.

Monitored and analyzed social media metrics.

Managed paid advertising campaigns.

Collaborated with marketing teams to maintain cohesive brand image.

Generated reports on social media performance.

EDUCATION

Bachelor of Social Sciences – Specialisation in International Relations

SZABIST Karachi | CGPA 3.8 / 4.0 | September 2018 – June 2022

PROFESSIONAL COURSES & CERTIFICATIONS

PHR Certified Professional in Human Resource

LANGUAGES

Balochi | Pashto | Sindhi | English | Urdu

SKILLS & EXPERTISE

HR & Payroll Systems: Administering HRIS (Human Resources Information System), utilizing payroll software, and working with HCM (Human Capital Management) systems.

Software Proficiency: Familiar with SAP software, multiple attendance software, MS Word, Excel, Google Docs, Google Sheets, and Google Calendar.

Brand Activation: Experience in event planning, execution, and collaboration with industry professionals.

Content Creation & Social Media: Skilled in developing engaging content, managing social media platforms, and driving brand engagement.

Time Management & Organization: Ability to prioritize tasks efficiently, manage multiple projects, and ensure smooth workflow.

ADDITIONAL INFORMATION

WWF: Engaged in a project dedicated to enhancing animal well-being and promoting wildlife conservation.

SOS Village Quetta: Participated in an initiative focused on women's empowerment.

Khush Karachi: Contributed to a project aimed at supplying school materials and renovating educational facilities.
The Citizens Foundation (TCF): Served as an educator for a junior-level class.

REFERENCES

Will be available upon request