



# SALMAN SAJID PANJWANI

## MARKETER & CONTENT CREATOR



### Profile

As an advertising, public relations, and branding graduate, I have a strong passion for creativity and visual communication. Born and raised in Blantyre (Malawi), I have proven abilities in establishing and maintaining excellent bonds with clients through networking skills. Throughout my four years of freelancing in different positions of the content creation field, I have honed my skills in photography, videography, graphic design, and copywriting. This experience has allowed me to develop a keen eye for detail and a deep understanding of visual storytelling. As a self-starter who is always eager to learn and take on new challenges, I am committed to delivering high-quality work that exceeds expectations. My long-term career goal is to become a leading creative professional in the advertising and branding industry.



### Education

Middlesex University Mauritius / 2020-present

#### BA (Hons) Advertising, Public Relations and Branding

BA(Hons) Advertising, Public Relations and Branding Programme (APRB)  
Content Design; Public Relations Practice; Brands, media and society;  
Creative Advertising; Brand Management; Campaign Planning;  
Understanding Consumer Culture; Digital Advertising; Entrepreneurship.

Central High International School, Malawi / 2017-2019

#### Cambridge A level

Business Studies, Accounting, Information Technology.



### Work Experience

Vivid Concepts / 2017-present

#### Freelance Content Creator

- Founded and managed a successful content creation company, specializing in brand identity designs, flyers, out of home displays, packaging design, newspaper adverts, web design, and apparel design.
  - Worked with 75+ clients across various industries, including insurance, automotive, healthcare, and retail.
  - Developed and executed creative projects for clients, including creating branding identities, and producing marketing collateral.
  - Conducted photoshoots and edited photographs for various clients, ensuring that the final product aligned with their brand identity and goals.
  - Filmed and edited videos for clients, including promotional videos and event coverage.
  - Managed client relationships and ensured their satisfaction with the final product.
- [www.instagram.com/vividconcepts](http://www.instagram.com/vividconcepts)

Agason Motor Spares / 2016-present

#### Marketing and promotions designer

- Designed billboards, social media posts, promotional materials and brand stationery, ensuring that all designs aligned with the company's brand identity.
  - Launched the company's website, including designing the layout and graphics, writing copy, and ensuring that the website was user-friendly and SEO optimized.
  - Worked with the marketing team to develop and execute promotional campaigns, resulting in increased brand awareness and sales.
- [www.agasonmotors.com](http://www.agasonmotors.com)

### Contact



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Salman Sajid Panjwani



vividconcepts



[www.salmanpanjwani.com](http://www.salmanpanjwani.com)

### Skills



GRAPHIC DESIGN



WEB DESIGN



PHOTOGRAPHY



ANIMATION



VIDEOGRAPHY



DRONE OPERATOR



### Languages



English



Chichewa



Portuguese

### Passions

