



# SADAF ZARRAR

BUILDING MODERN MARKETING AT THE INTERSECTION OF STRATEGY, CREATIVITY, TECHNOLOGY & EXECUTION

LINKEDIN INSTAGRAM

+44 7587 814 274  
szarrar@gmail.com  
www.sadafzarrar.com

Senior marketing executive with over two decades building loved brands, culturally resonant communication, and transformational marketing at scale for iconic global brands.

Consistent track record of leaving brands stronger than inherited. Currently pioneering AI-led marketing transformation at enterprise scale, translating emerging technologies into practical business advantage.

Career spanning advertising and brand strategy, media and creative, local market execution and global portfolio leadership. Driven by curiosity. Known for simplifying complexity, building high-performing teams, and creating sustainable platforms that deliver real in-market impact.

## SIGNATURE CAPABILITIES

### AI & CREATIVE TECHNOLOGY

Enterprise AI deployment delivering 10x productivity gains, governance frameworks, and industry-recognized innovation in AI-driven creativity and consumer experiences.

### CREATIVE & CONTENT EXCELLENCE

Crafting creative strategy and culturally resonant content that sustains brand edge, drives engagement, and delivers measurable business results across global markets.

### BRAND SYSTEMS & PORTFOLIO MANAGEMENT

Architecting unified brand systems, establishing equity frameworks, and managing multi-market charters that enable consistent execution at scale across diverse markets.

### CROSS FUNCTIONAL LEADERSHIP

Navigating complex, matrixed environments and aligning diverse stakeholders across markets, functions, bottlers, agencies, and partners to deliver sustained results.

## PROFESSIONAL EXPERIENCE

### THE COCA-COLA COMPANY

#### Global Marketing & Creative Leadership

Multiple senior roles across creative strategy, AI innovation, and content capability

#### STRATEGIC ASSIGNMENT, GENERATIVE AI | OCT 2023 – PRESENT

Enterprise-level transformation role redesigning how marketing, content, and consumer experiences are created, scaled, and delivered using generative AI.

- **Proved 10x productivity gains** in global campaign production by building an AI creative pipeline from scratch, cutting multi-month production cycles to weeks without losing brand quality.
- **Created the highest-scoring AI-generated assets** for Holidays are Coming 2024 and 2025, verified by Kantar and System1.
- **Hit 1M+ new users, 800K+ UGC and 8+ minutes average engagement** on an AI-powered consumer experience - recognised with the AI Pioneer Award at The One Show (2025).
- **Built enterprise-wide AI governance** harmonizing legal, procurement and PAC protocols to enable sustainable AI adoption, contributing to capability building across the Coca-Cola system.
- **Established partnerships** with leading AI Studios, AI platforms and consultants like Bain and Accenture to build scalable AI marketing platforms, including prototyping of personalised content, transactions and AI-enabled packaging experiences.

#### SR. DIRECTOR, GLOBAL CREATIVE STRATEGY – JUICES, DAIRY & PLANT | FEB 2021 – PRESENT

Global portfolio leadership role shaping brand architecture, equity, and scalable creative across brands and markets.

- **Unified a fragmented global portfolio** across 9 operating units under one Brand Vision Architecture and Visual Identity System now adopted globally
- **Grew the Weekly+ base** by activating Minute Maid around everyday rituals to drive recruitment and frequency with younger audiences
- **Held #1 trademark position** across major markets MM trademark overindexing on all three Brand Power drivers - Meaningful, Different and Salient. vs the juice category average.
- **Governed the full charter ecosystem** across Minute Maid Pulpy, Kids, Zeroes, Lemonades and Global Equity, maintaining creative consistency while enabling local activation
- **Enabled application of generative AI** to experiences and content across Europe Lemonades, Maaza India and Minute Maid Pulpy, pioneering digital-first incubators on TikTok, Snap Inc. and Meta that became the blueprint for the company-wide AI creative approach.
- **Pioneered adoption of enterprise-wide marketing systems** including Brand Value Architecture 2.0 and Audience Hierarchy Models, translating global tools into brand-specific applications and accelerating market adoption of capability platforms LearnX and Shred.

#### DIRECTOR, INTEGRATED CONTENT & CREATIVE EXCELLENCE – ASEAN | SEPT 2019 – JAN 2021

Regional leadership role focused on building impactful creatives, integrated content systems, governance, and capability to deliver consistent brand execution across diverse markets.

- **Delivered 10 charter campaigns across 11 markets** in one year during COVID, materially improving creative speed, alignment execution quality by building agile operating models that sustained delivery beyond the role.
- **Produced work that travelled globally**, with Fanta WTF and other ASEAN-originated creative adopted by Operating Units worldwide, a direct measure of the commercial and creative quality coming out of the region.
- **Reduced external agency dependency across the BU** by designing content stage gates, resourcing models and governance structures that standardised execution quality while keeping markets locally relevant.
- **Served as global creative lead on Coca-Cola Uplift and For the Human Race**, and sharpened creative strategy across Sprite, Fanta and Nutriboost and aligning global platforms to local market needs to drive recruitment and frequency.
- **Built and mentored high-performing regional teams** establishing best practices and scalable operating models that kept the BU running at full delivery standard through COVID-level disruption.

## PAST PROFESSIONAL EXPERIENCE

---

### THE COCA-COLA COMPANY

#### HEAD OF INTEGRATED MARKETING COMMUNICATION – PAKISTAN & AFG | MAY 2015 – AUG 2019

Market-level leadership role with end-to-end ownership of brand strategy, creative, and communications in complex, high-growth environments.

- **Maintained an average ONS score of 108** (+7 vs prior period), reflecting consistently high creative quality, while delivering a 20% productivity improvement in base marketing spend through digital-first capability and new operating models.
- **Drove teen brand love and recruitment** through culturally powerful platforms including Coke Studio, CokeFest, Sprite Spicy, Sprite Streets, Ramzan and Coca-Cola Music Cricket, achieving the highest Teen Brand Love score and highest absolute number of teens recruited in market, with a +0.7 uplift in Brand Love.
- **Created critically acclaimed purpose-led** work including Coke Studio for the Deaf, Transgender Inclusion and Zero Hate Cans, campaigns that strengthened brand equity.
- **Took Coke Studio from a TV-led property into Pakistan's largest always-on cultural platform**, with unprecedented teen reach and engagement, later replicated across Coca-Cola markets as one of the company's most enduring global assets.
- **Drove Digital-First transformation** in partnership with Google and Meta, building an in-house Social Interaction Centre for real-time two-way consumer engagement

### WARID TELECOM (NOW JAZZ – VEON GROUP)

#### DIRECTOR, MARKETING COMMUNICATIONS | 2011 – 2015

Enterprise-level role building and leading the Marketing Communications function for a national telecom brand in a highly competitive market.

- **Built the entire Marketing Communications function from scratch**, establishing Brand Health Tracking, Campaign SOPs, PR strategy, Social Media practice and the full agency roster for the first time.
- **Maintained Brand Love and Top of Mind** for three consecutive years in a five-player market with the smallest budget, achieving a Planning Efficiency Factor of 1.35, the best Cost Per Rating Point in the entire category.
- **Launched Warid 4G to 40%+ above forecast customer uptake**, while repositioning youth brand GLOW to deliver a 12-point increase in Spontaneous Awareness and a 3-point gain in Favourite Brand scores.

### THE COCA-COLA COMPANY

#### GROUP BRAND MANAGER – COCA-COLA TRADEMARK | PAKISTAN & AFG | DEC 2009 – FEB 2011

Foundational brand leadership role managing the Coca-Cola Trademark at the intersection of brand strategy, commercial priorities, and consumer content.

- **Held end-to-end responsibility for the Coca-Cola Trademark** across brand and bottler systems, operating at the intersection of brand strategy, commercial priorities and in-market execution across Pakistan and Afghanistan.
- **Built Coke Studio from a single-season production into a defining cultural property**, managing multiple seasons end-to-end across concept, production, airing and marketing, coordinating five agencies into one of Coca-Cola's most enduring and globally replicated platforms.
- **Oversaw integrated marketing communications** across media, digital, experiential and partnerships, coordinating multi-agency ecosystems to deliver consistent, high-impact brand expression across the market.
- **Worked closely with bottlers, commercial teams and regional leadership** to ensure brand platforms translated into strong in-market performance, helping build scalable assets like Coke Studio and Sprite Spicy reaching millions annually.

### MOBILINK (now Jazz - Veon Group)

#### BRAND MANAGER | 2006 – 2009

Led brand and product launches, CRM and loyalty platforms and one of Pakistan's earliest digital marketing ecosystems

- **Established Jazz as the Most Loved Telecom Brand** in Pakistan, designing content and media strategy across 94+ campaigns in two years, managing every agency and cross-functional partner end-to-end.
- **Built one of Pakistan's first data-warehouse-synced digital marketing programs**, delivering real-time content responses to live business needs, well before this was standard practice anywhere in the market.
- **Launched indigo Rewards** across 1,100+ merchant partners, engaging 20% of the customer base and reducing churn in one of the most price-sensitive telecom markets in the region.

### OGILVY

#### PLANNER – NESTLÉ ACCOUNT | 2001 – 2004

Supported brand positioning and communications strategy for Nestlé beverage brands at Ogilvy, building foundational skills in consumer insight, creative planning and campaign development.

## EDUCATION

---

MA MARKETING  
COMMUNICATIONS  
2005  
University of Westminster,  
London

MA MASS  
COMMUNICATIONS  
2001  
Kinnaird College,  
Lahore

### \* PASSION PURSUITS

#### MULTIFACETED CONTENT CREATION

Active creator and storyteller with a long-standing presence across social media, digital video, blogging.

#### CERTIFIED LEADERSHIP COACH

Committed to developing talent and capability beyond formal roles through mentorship and community engagement