



CREATIVE DIRECTOR • BRAND STRATEGIST • CONTENT ARCHITECT

IT'S ALL ABOUT THE FEELING.

The inspiration that you spark. The strength that you awaken.
The control that you restore. The confidence that you instill.
The freedom that you give. The happiness that you revive.
The belonging that you create. The connection that you forge.

Recognition and loyalty are two of the strongest foundations of any successful business. And I believe that brands that last are the ones that make people genuinely feel something.

Brands with real emotional equity build audiences that choose them over competitors — and keep choosing them. They do that because people feel like the brand was made specifically for them.

They trust the brand before they've even worked with it. And this kind of loyalty outlasts any single transaction.

Because brands built on emotional resonance gain a market position they can truly own.

And that is the standard every piece of work I create is held to. Work that influences emotion, shapes perception and drives action.

CONTACT

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Profile

Senior creative with experience across investment migration, luxury real estate, financial services, lifestyle, technology, and fashion. Skilled in shaping brand positioning, tone of voice, identity systems, campaign concepts, and content strategies for high-consideration audiences.

Combines strategic thinking with hands-on creative execution across copywriting, editorial, paid advertising, landing pages, newsletters, video scripting, storyboarding, production, design, and AI-assisted workflows. Experienced in leading multidisciplinary teams, building content ecosystems, and managing creative output from concept to final delivery across digital, social, print and video.

Key Skills

- Creative Direction
- Brand Positioning, Identity & Messaging
- Brand Tone of Voice Development
- Creative Strategy & Campaign Concepts
- Content Strategy & Planning
- Copywriting & Campaign Messaging
- Video Scripting, Storyboarding & Production
- AI-Assisted Creative Workflows
- Newsletter & Long-Form Editorial Writing
- Landing Page & Paid Ad Copy
- Adobe Creative Suite
- WordPress / CMS Publishing

Experience



Creative Director & Brand Strategist

Apollo Investment Migration Advisory – Dubai, UAE (Contract)

2025 – Present

Apollo IMA is an investment migration advisory firm providing citizenship, residency, global mobility, and international investment solutions for high-net-worth individuals, families, and investors.

- Proposed and implemented a complete brand refresh to reposition Apollo IMA as a more premium, authoritative, and HNWI-focused investment migration advisory brand.
- Developed a new brand identity, visual direction, copy direction, and tone of voice across social media, newsletters, marketing collateral, and digital content.
- Rewrote and redesigned key marketing materials, transforming the brand from a generic market presence into a more refined, high-end advisory platform.
- Shifted the brand toward value-based thought leadership content, using premium storytelling, educational insights, and strategic market perspectives to engage high-net-worth audiences.
- Created boosted and paid social content that delivered strong engagement for a niche advisory category, with select reels reaching **90K–377K views, and 500–4k likes**.
- Supported steady follower growth of approximately **30% in 6 months** through a quality-led publishing model of 8 posts, 2 videos, and 1 newsletter per month.

- Manage the monthly content calendar, including social media posts, carousels, reels, newsletters, and campaign content aligned with the brand's premium positioning.
- Create content from concept to final output, including copywriting, post design, video scripting, editing, and AI-assisted creative production.
- Write monthly newsletters and investor-focused editorial content covering citizenship by investment, residency by investment, tax planning, global mobility, and international real estate.

soland

Creative Director

Soland – Dubai, UAE

2024 – 2025

Soland is a global investment consultancy providing citizenship by investment, residency by investment, luxury real estate, business setup, and legal services across the UAE, Montenegro, Türkiye, Russia, and other international markets.

- Architected and managed Soland's brand voice, creative direction, and content ecosystem across digital, social, print, video, paid advertising, landing pages, webinars, and event campaigns.
- Built, led, and aligned a multidisciplinary creative team of four, including a social media manager, designer, videographer, and video editor.
- Oversaw daily creative production across social media, reels, articles, campaigns, print materials, paid ads, landing pages, and video content, ensuring speed, consistency, and brand quality.
- Produced strategic copy and concepts for citizenship by investment, residency by investment, passive income visa routes, business setup, tax, luxury real estate, and global mobility content.
- Created end-to-end campaign assets, including copywriting, design direction, Meta ad copy, web articles, landing page copy, video scripts, reels, and edited video content.
- Managed a daily publishing model of one main brand post per day across the week, supported by paid campaigns, webinars, reels, real estate content, and program-specific educational content.
- Led creative execution for Soland Facts, a reels-led educational content channel covering investment migration, citizenship, residency, business, and tax insights.
- Helped scale Soland Facts from **0 to 100K followers in approximately 3 months** by overseeing high-frequency content production, including 5 reels per day, script structure, hooks, editing direction, pacing, sound design, AI voiceovers, and visual identity.
- Directed short-form content that consistently averaged approximately **5K views, 100 likes, and 50–60 comments per reel**, supported by ManyChat automations designed to increase engagement and lead capture.
- Managed creative planning and content production for major events, including pre-event campaigns, live event coverage, post-event content, registrations, landing pages, email campaigns, WhatsApp campaigns, vendor coordination, and partner liaison.
- Supported event campaigns involving notable figures including **Domingo Zapata** and **Nick Santonastasso**, ensuring brand consistency across event communications, coverage, and promotional content.



Copywriter and Content Creator

Arton Capital, Global Citizen Forum and Passport Index – Dubai, UAE

2022 – 2024

Arton Capital empowers individuals and families to become global citizens through second residence and citizenship programs, attracting over US\$4 billion in foreign direct investment across 15+ global offices.

- Developed multi-channel copy and content across social media, digital advertising, video, email marketing, website, editorial, and print platforms.
- Authored **60+ published web articles** and newsletters covering citizenship by investment, residency by investment, global mobility, wealth planning, and investment migration trends.
- Produced targeted content in collaboration with sales and marketing teams, aligning editorial output with campaign goals, audience needs, and revenue priorities.
- Wrote and produced **10+ feature articles** and **celebrity interviews** for Global Citizen Magazine, strengthening the brand's editorial authority and market presence.
- Created copy and layouts for high-impact print advertisements, editorial spreads, and program-focused marketing materials for global investment migration audiences.
- Led video content from concept to execution, including ideation, scripting, filming, editing, and post-production using Adobe Premiere Pro and After Effects.
- Revitalized the brand's social media content by introducing carousel posts and short-form video formats designed to improve engagement and audience education.
- Managed CMS publishing through WordPress and created supporting visual assets using Adobe Illustrator, maintaining consistency across digital and print touchpoints.
- Supported content development for Passport Index, Global Citizen Forum, and Arton Capital, adapting messaging for different audiences, platforms, and brand objectives.



Copywriter

Brand and Digital – Lahore, Pakistan

2020 – 2021

Brand and Digital is a Lahore-based advertising agency specializing in multi-sector creative solutions for real estate, retail, fashion, healthcare, and energy brands.

- Led content development for 13+ client accounts across real estate, retail, fashion, healthcare, energy, and F&B sectors.
- Wrote social media copy, ad campaigns, brand stories, video scripts, captions, and content calendars tailored to each client's audience and tone of voice.
- Supported brand positioning, messaging development, and tone-of-voice creation through market research and strategic content planning.
- Positioned UNF Marketing, a real estate consultancy, as an educational market voice through a strategic video-led content campaign.
- Collaborated with agency leadership, account managers, designers, and creative teams to deliver daily content targets across multiple client accounts.
- Provided art direction and creative input on social media content, brand identity work, campaign development, and visual storytelling.

GROOVRIK

Art Director

Groovrick – Lahore, Pakistan

2019 – 2020

Groovrick is a Lahore-based marketing agency specializing in branding, digital marketing, and creative design.

- Supported brand identity and social media projects by translating client briefs into visual direction, content ideas, and creative execution.
- Worked closely with agency leadership and creative teams to ensure brand guidelines, messaging, and visual output aligned with client objectives.
- Participated in client discovery sessions, brand development discussions, business development efforts, and creative project coordination.

Education



BS (Hons) Management Sciences, Marketing

Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan

2017 – 2021



A Levels, IGCSEs and Schooling

The Winchester School, Dubai, UAE

2005 – 2017

Work with me

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