

HAREEM SATTAR MBA

MARKETING & COMMUNICATIONS SPECIALIST

 (647) 5390747  hareem.sattar@gmail.com  Ontario  in/hareem-sattar  hareemsattar.ca

PROFESSIONAL SUMMARY

Strategic communications specialist with 4+ years of experience across agency, corporate, and public sector projects. Proven track record in crafting compelling content, driving stakeholder engagement, and managing digital and internal communication campaigns. Skilled in brand storytelling, media relations, and cross-channel strategies. Thrives in mission-driven organizations and fast-paced environments.

CORE SKILLS

- Public Relations · Internal Communications · Digital Campaigns · Branding · Content Strategy · Social Media · SEO
- Stakeholder Engagement · Copywriting · Thought Leadership · Advocacy Campaigns · Event Coordination

TOOLS

- Adobe Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) · Microsoft Office · Google Data Studio
- Meltwater · Mailchimp · Canva · Trello · WordPress · Hootsuite · Website management (Wix, Wordpress)

WORK EXPERIENCE

AI Trainer (Contract)

Outlier, Remote | September 2024 – Present

Outlier is a U.S.-based AI training company that collaborates with global talent to improve the accuracy, safety, and cultural nuance of large language models.

- » Evaluate and refine AI-generated communication content for tone, accuracy, and context relevance.
- » Provide editorial feedback to align AI output with ethical communication standards and natural language clarity.

Corporate Communications Manager

KidsLoop Co., Ltd. | June 2022 – August 2023

Kidsloop is a global EdTech platform, spanning 8 countries, delivering AI-driven learning solutions, focused on early education innovation in emerging markets.

- » Built and executed internal and external communications strategies, boosting engagement by 30%.
- » Designed investor decks and institutional proposals that secured high-level meetings and collaborations with government education bodies.
- » Led company rebrand and corporate identity rollout across digital platforms and collateral.
- » Coordinated internal events and campaigns to enhance employee culture and leadership visibility.



Associate Account Manager

Syntax Communications | Oct 2021 – April 2022

Syntax Communications is a top-tier PR agency, serving diverse high-profile clients including Jazz, Pakistan's largest telecom provider serving 58 million subscribers across the country.

- » Led PR campaigns and digital advocacy for Jazz, amplifying reach through multimedia storytelling.
- » Produced executive video messaging and internal communication for 3,000+ employees.
- » Developed content for the Digital Pakistan campaign, enhancing public awareness on digital literacy.

Account Executive

Syntax Communications | April 2021 – Sep 2021

- » Managed media tracking and reporting across national and regional platforms.
- » Drafted press releases, op-eds, and visual content for high-impact advocacy campaigns.

Branding and Business Development Associate

Edutainment (Start-up) | Oct 2020 – March 2021

- » Supported CEO on communication strategy for fintech and EdTech initiatives.
- » Managed launch campaigns and press events for Kidsloop Pakistan's entry into the market.

PROGRAM EXPERIENCE

Media Relations: Developed and executed media strategies, including press releases, media advisories, news conferences and briefing notes. Engaged with journalists, pitched stories, and facilitated interviews.

Public Relations Writing: Produced a wide range of written materials, including news releases adhering to Canadian Press Style, speeches, blog posts and corporate reports.

Communication Strategy: Designed strategic communication plans for corporate and nonprofit clients, aligning messaging with organizational goals. Conducted audience analysis and campaign evaluations.

Event Planning & Community Engagement: Led the planning and execution of informational booths and outreach events for nonprofit organizations such as Hamilton's Council on Aging.

Crisis Communications & Issues Management: Developed crisis response plans and reactive messaging strategies to address potential reputational risks. Conducted scenario planning exercises.

EDUCATION

Public Relations - Corporate Communications Graduate Certificate Program

2024-2025 | Mohawk College, Canada

Masters in Business Administration

2018-2020 | National University of Sciences and Technology

Bachelors in Mass Communications

2013-2017 | National University of Sciences and Technology