



PORTFOLIO FOR

FMCG COMPANIES



Agency: Viral Edge
Role: Creative Head
Client Location: Pakistan

As the Creative Head in Viral Edge, I supervised a creative team of 12 people and led the grand repositioning of Pepsi in Pakistan. I worked closely with a dedicated team of 4 individuals to manage 4 major campaign digital launches consisting of motion and static graphics. This role involved strategic planning, creative direction, and execution to ensure the successful revitalization of the brand in the market.

**ALEEYA
 FATIMA
 PORTFOLIO**

omoré



Agency: Adcom Leo Burnett

Role: Designer

Client Location: Pakistan

During my tenure at Adcom Leo Burnett, I was a dedicated designer for Omoré, a popular ice cream brand in Pakistan. I was responsible for creating key visuals, packaging, and POSM for the brand. This work primarily involved photo manipulation, significantly polishing my design skills and enhancing my ability to create visually appealing and effective marketing materials.

**ALEEYA
FATIMA**
PORTFOLIO

ARIEL



Agency: Adcom Leo Burnett

Role: Designer

Client Location: Pakistan

Ariel was another dedicated client for me at Adcom Leo Burnett. I was responsible for designing all communications for Ariel Pakistan be it digital or print. These included various out-of-home visuals, POSM, social media posts and print ads.

**ALEEYA
FATIMA
PORTFOLIO**

TAPAL GREEN TEA

Agency: Viral Edge
Role: Designer
Client From: Pakistan

I worked for Pakistan's biggest green tea brand known as Tapal Green Tea as their digital designer, managing numerous campaigns.

Notably, I created visual designs on Tapal Green Tea's "8 Reasons Why" campaign, which launched flavored green tea for the first time in Pakistan.

**ALEEYA
FATIMA
PORTFOLIO**



**CONNECT
WITH ME
HERE!**

✉ fatimaaleeya9@gmail.com

Bē behance.net/aleeyafatima

in linkedin.com/in/aleeyafatima

o [@aleeyabeeti](https://www.instagram.com/aleeyabeeti)

☎ [+923-022-350640](tel:+923-022-350640)