

ABOUT US

Optimize Digital is a full-scale **Digital Media Services, 360° Communications & Event Management** agency founded in 2019.

We are SECP registered organization & headquatered in Islamabad.

Our strength lies in the **science of optimizing** digital solutions to **Maximize the Return on Investment (ROI)** for its Clients.

We build campaigns and curate experiences that leaves an impact!

ACHIEVEMENTS

1M+

Photos Captured

90M+

Video Views

17+

Years

(Collective Experience)

85+

Brands

20+

Industries

500+

Events

360 Digital Media Solutions



DIGITAL STRATEGY
& MARKETING



STRATEGIC
COMMUNICATIONS



EVENTS
MANAGEMENT



CREATIVE DESIGN,
BRANDING



WEBSITE & SEO



COMPLETE
EVENT COVERAGE



SOCIAL MEDIA ASSETS
MANAGEMENT



INFLUENCER
ENGAGEMENT &
DIGITAL PR



VIDEO
PRODUCTION



CORPORATE
PHOTOGRAPHY



PAID ADS
MANAGEMENT



DIGITAL, ELECTRONIC
& PRINT MEDIA

EXPERIENCE

Industries we've worked with



EDUCATION



ENERGY



ENGINEERING



HUMAN RIGHTS



HOSPITALITY



FINANCE



GOVERNMENT



HEALTHCARE



LOGISTICS



MEDIA



OIL & GAS



LEISURE &
ENTERTAINMENT



TELECOM



SPORTS



SUSTAINABLE
LIVING



INFORMATION
TECH

CORE TEAM

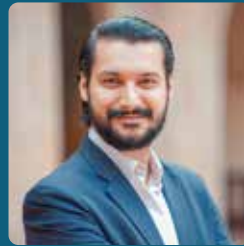
Our Founding Members



IMRAN GHAZALI

Founder & CEO

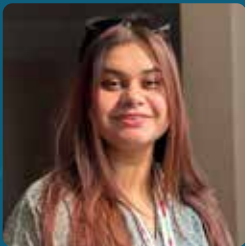
Digital Media Strategist with over 17 years of experience in social media strategy & campaigning, content development and event live coverage.



AQIB MUGHAL

Director Client Relations & Ops

A result oriented professional with experience in the field of management, advertising, leadership & social networking.



LAIBA SHAKEEL

Senior Manager - Digital

Laiba is a specialist in the realm of Social Media Management, Digital Marketing, and Content Creation.



NIDA IMTIAZ

Director, HR & Admin

A marketing manager who switched to consumer banking, Nida has exceptional administrative and HR management skills.

OUR TEAM

The Driving Force Behind Every Idea



Maria Taimur
Sr. Digital Strategist



Muneeb Ahmed
Sr. Graphic Visualizer



Mehreen Malik
Sr. Manager, Client Relations



Ahsan Alavi
Sr. Digital Consultant



Ansab Ali
Asst Manager, Production



Hajra Qamar
Manager, Creative



Angelina Yousaf
Content Writer



Irtaza Hussain
Social Media Executive



M. Mutahir
Graphic Designer



Ambreen Riaz
Associate, influencer Engagement



Sarmad Nadeem
Web Developer



Usman Yaqub
SEO Specialist



Sharafa Ali
Video Animator



Usal Ahmad
Videographer



Kamran Arif
Manager, Finance



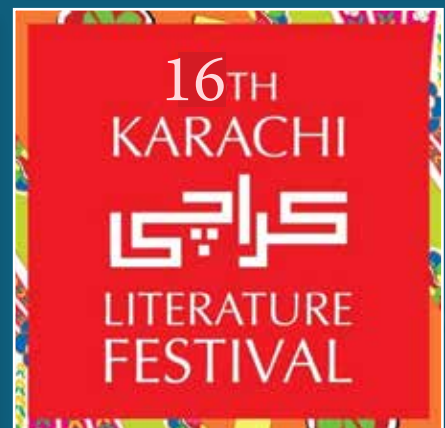
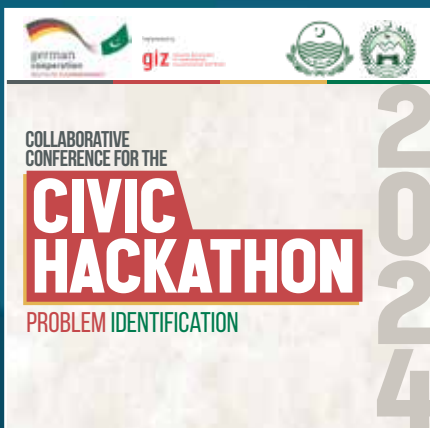
Faiza Liaquat
Content Associate

Meet our Clients



OUR MILESTONES

EVENTS



All image thumbnails are [clickable](#) to view the content.

INTERNATIONAL

Collaborations



Consultancy services to Meta on strategic government relationship and capacity building workshops.



Google Developer Groups

Coverage, Video Productions and Digital PR Partner for Google Extended I/O Islamabad 2025



Digital Content Strategy, Influencers Engagement and Social Media Campaign on Voters Education and Mobilization.



All image thumbnails are [clickable](#) to view the content.

CASE STUDIES

CASE STUDIES





CLIENT
Habib Bank Limited

PROJECT
Crises Communication, Digital PR & Event Coverage

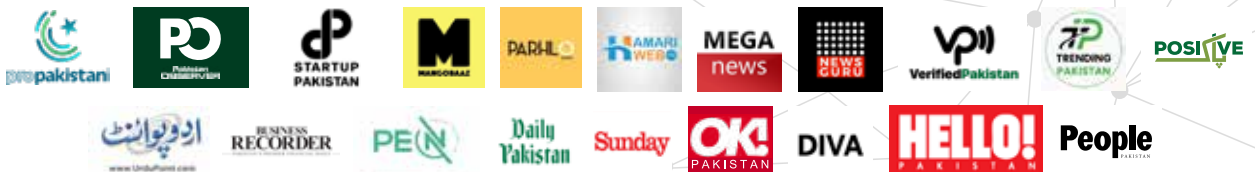
MARKET
Pakistan

SCOPE OF WORK
Managed crisis communication, digital PR, event coverage, and influencer engagement for HBL's major events throughout the year.

At the Karachi Literature Festival, we led influencer coordination, showcased HBL's art exhibition, and captured their presence through thoughtful coverage. We also introduced an engaging 360° camera experience that drew attention and added an interactive element for visitors.



DIGITAL PR, INFLUENCER ENGAGEMENT & EVENT COVERAGE



All image thumbnails are [clickable](#) to view the content.

nutshell

Opportunity. Access. Excellence.

LEADERS IN ISLAMABAD

BUSINESS SUMMIT 2025

8TH
EDITION

NAVIGATING THE UNKNOWN

We partnered with Nutshell Group for the 8th Edition of the Leaders in Islamabad Business Summit 2025, managing complete digital coverage, livestream operations, and on-site coordination.

Our team handled sound, lighting, production and exclusive speaker interviews, ensuring seamless execution and impactful event storytelling.



All image thumbnails are [clickable](#) to view the content.



OTS
Octave Technology Solutions

CLIENT
OTS (Octave Technology Solutions)

PROJECT
Corporate Event Branding & Event Management

MARKET
PAKISTAN

SCOPE OF WORK

We collaborated with OTS Pakistan, a leading engineering and industrial innovation platform to deliver a comprehensive rebranding and event execution project within a 15-day timeline. Our scope of work included developing corporate and services profiles, producing company videos and managing complete event branding, production and coverage.



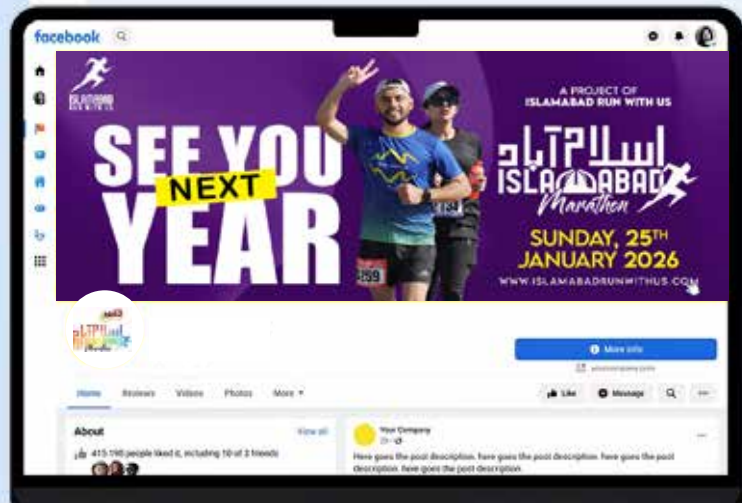
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Islamabad Marathon 2025, the biggest marathon in Pakistan, organized by the pioneer running club Islamabad Run With Us, is a one-of-a-kind event that brings together people from all walks of life including women, seniors, and kids. We managed the complete digital campaign for the marathon from strategy and content creation to real-time story updates, live sessions, branding, merchandise and medal design, photography, videography, electronic media coverage, and press releases, handling the event's entire digital presence from start to finish.

SOCIAL MEDIA

facebook



BRANDING KIT

EVENT HIGHLIGHTS



SERVICE RENDERED



Branding



Testimonials



Content



Social Media Engagement



Social Media Management



Graphics



Videography



Photography

DIGITAL OUTREACH

DIGITAL PR

TOP 10 NEWS PUBLISHERS

FACEBOOK & INSTA REACH

7.8M

CAMPAIGN REACH

10M

VIDEO VIEWS

18.6M

All image thumbnails are [clickable](#) to view the content.



CLIENT
National Vocational & Technical
Training Commission

PROJECT
Activation Of Digital Media & Re-branding Of NAVTTTC

MARKET
Pakistan

SCOPE OF WORK
Established a strong, consistent brand identity for NAVTTTC across all digital platforms positioning it as Pakistan's premier skill development institution.

This included developing comprehensive brand guidelines and executing targeted digital campaigns to enhance visibility, grow social media following, and reinforce NAVTTTC's role in empowering youth through technical and vocational education.



SOCIAL MEDIA REEL CONTENT



CORPORATE PROFILE



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Implemented by
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

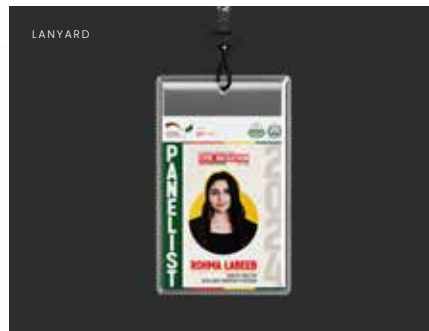
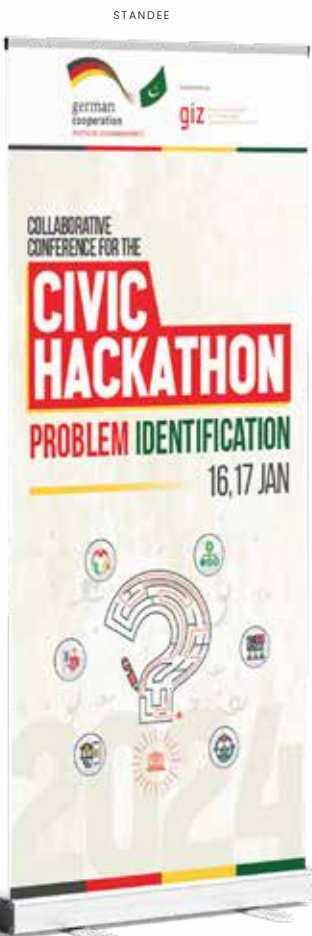
CLIENT
GIZ

PROJECT
Pre-Conference Event for Civic Hackathon

MARKET
Pakistan

SCOPE OF WORK
Facilitated a two-day Civic Hackathon & Policy Identification Conference, bringing together stakeholders to address challenges in governance, digital transformation, and civic innovation.

Designed the whole program, theme, and agenda, and managed the event along with providing social media and branding support.



All image thumbnails are [clickable](#) to view the content.

CLIENT
BUZZAAR

PROJECT
Online Grocery Store Launch

MARKET
USA

SCOPE OF WORK

Social Media Launch Campaign for US based online Grocery Store.
The campaign included Logo Design, Branding, Social Media Content, Reels, Website Banners.



All image thumbnails are [clickable](#) to view the content.



CLIENT
Ministry Of Science & Technology
Govt Of Khyber Pakhtunkhwa

PROJECT
Launch of KP Science Agenda

MARKET
Khyber Pakhtunkhwa

SCOPE OF WORK
Executed the Complete Branding and Launch of KP Science Agenda, one of the primary projects of Ministry of Science & Technology for advancement of Science in the province of KP.

Initiated and Managed the Digital Media Assets of the Campaign on Facebook, Instagram, Twitter and Youtube.

Managed the 360° Launch Event with full Video Production Services and Coverage on Print, Electronic and Digital Media.



BRANDING



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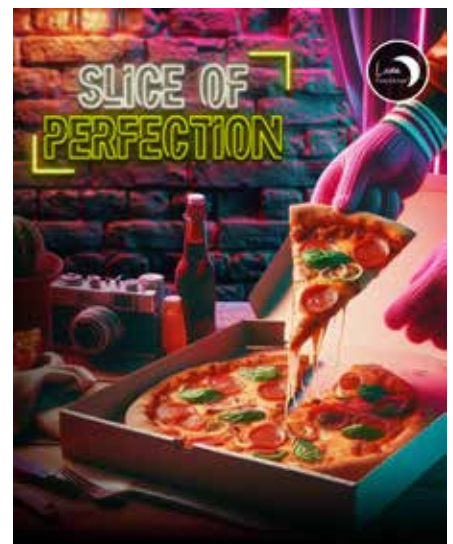
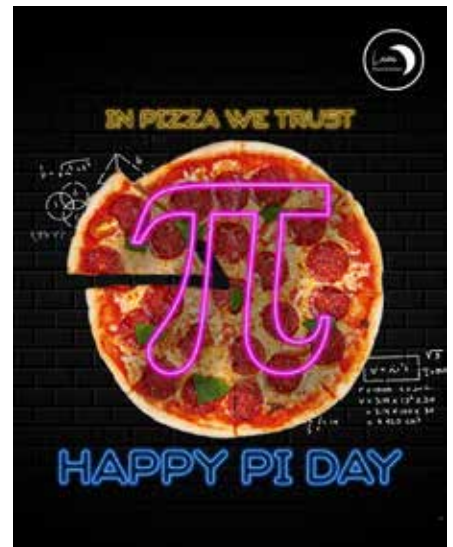


CLIENT
LUNA PIZZA KITCHEN

PROJECT
Social Media Content Development & Management

MARKET
Columbus, OHIO

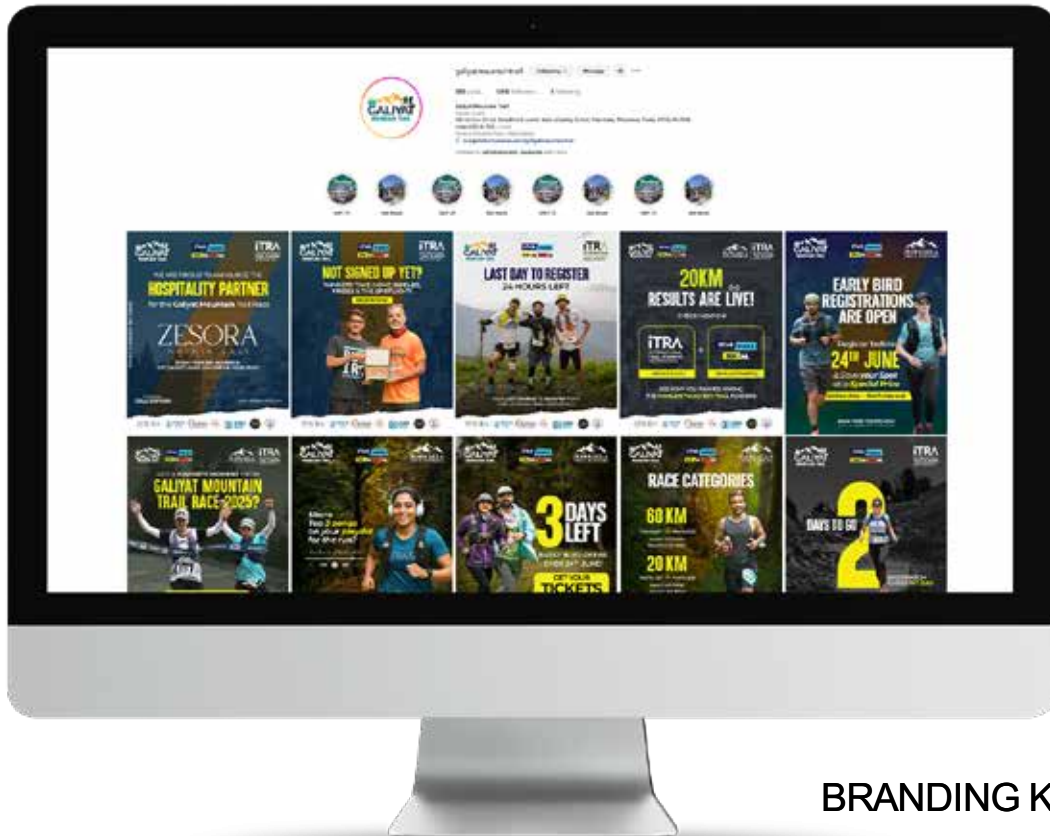
SCOPE OF WORK
Complete Social Media Strategy, Management & Content Development and Influencers Engagement.



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The Galiyat Mountain Trail Race, a UTMB® and ITRA-registered race of Pakistan, brought together runners from across the nation and around the world to take on a 20km challenge through the breathtaking Himalayan foothills. It stands among Pakistan's leading international trail events, celebrating endurance, adventure and nature. We executed the complete digital campaign from strategy and ticketing to content production, teasers, live updates, testimonials and full race-day coverage, amplifying its global reach, visibility and overall impact.



BRANDING KIT

EVENT HIGHLIGHTS



SERVICE RENDERED



Branding



Testimonials



Content



Social Media Engagement



Social Media Management



Graphics



Videography



Photography

DIGITAL OUTREACH

DIGITAL PR

TOP 10 NEWS
PUBLISHERS

ENGAGEMENTS

55K

CAMPAIGN REACH

800K

VIDEO VIEWS

1.2M

All image thumbnails are [clickable](#) to view the content.



CLIENT
inDrive | MTR

PROJECT
YourPace by inDrive

MARKET
Pakistan

SCOPE OF WORK

The Kids Run Karachi initiative by YourPace by inDrive aimed to promote fitness, confidence, and inclusivity by offering free training and encouraging children from diverse backgrounds to participate in a fun, supportive environment.

We executed end-to-end branding, managed social media, developed content, and provided complete event coverage to support the campaign and help enhance its reach, visibility, and overall impact.



MEDAL & RIBBON DESIGN



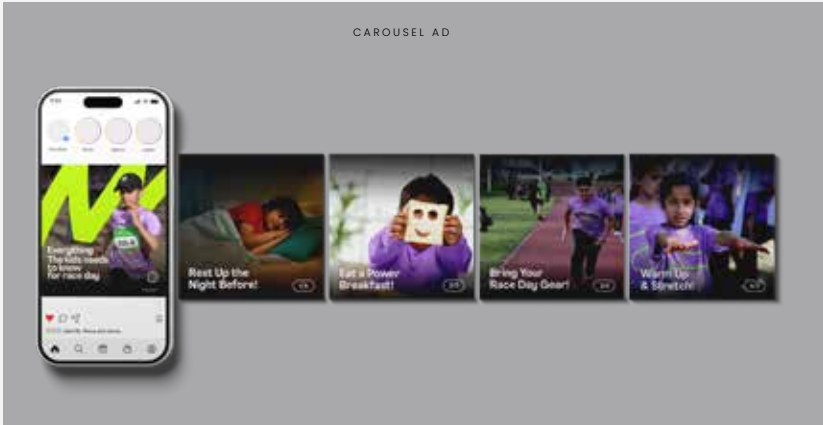
CERTIFICATE



INVITATION CARD



ROAD RUNNERS



CAROUSEL AD



TRUSS DESIGN



MEDIA WALL DESIGN



CLIENT
Ministry Of Federal Education And Professional Training

PROJECT
Pakistan Learning Conference 2023

MARKET
Pakistan

SCOPE OF WORK

The Pakistan Learning Conference 2023 united educators, policy-makers, and global experts to spark dialogue on education reform and early childhood learning, while also launching the national Early Childhood Education Policy.

Our agency led the event's execution, managing theme, branding, setup, media coverage, sound, SMD, and live updates while supporting the Ministry in showcasing the policy, facilitating key panel discussions, and producing a powerful event documentary.

FOLDER COVER



STREAMER



STAGE PREVIEW



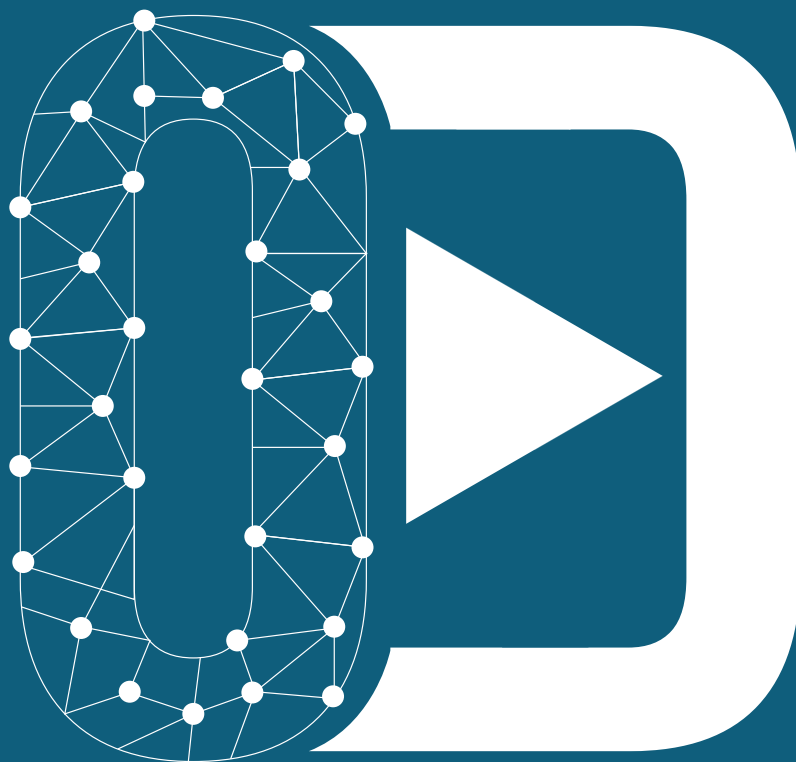
MERCHANDISE



NEWSPAPER AD



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