

CONTENT, BRAND & EXECUTIVE ENGAGEMENT

CASE STUDY

Connecting the parent-company story with key audiences.

SHAWAL SHABBIR

Senior Marketing Executive | September 2024–Present

THE CHALLENGE

Support parent-company communication through relevant content, thought leadership, brand building and executive engagement.

HOW I ADDRESSED IT

As Senior Marketing Executive at Union Properties from September 2024, my parent-company responsibilities cover content strategy, thought leadership and brand building, alongside events and executive engagement. This group-level remit sits alongside my marketing responsibilities across the subsidiaries.

MY CONTRIBUTION

Strategy, cross-functional coordination and hands-on marketing delivery — connected to the business objective.

Approach. Delivery. Contribution.

OVERVIEW

Content, brand & executive engagement. Connecting the parent-company story with key audiences.

CONTENT STRATEGY

Parent-company responsibility for content strategy and relevant brand communication.

EXECUTIVE ENGAGEMENT

Responsibility for events and executive engagement alongside subsidiary marketing work.

PROBLEM TO SOLVE

Support parent-company communication through relevant content, thought leadership, brand building and executive engagement.

THOUGHT LEADERSHIP

A remit covering thought leadership and brand building at Union Properties.

RESULTS & BUSINESS CONTRIBUTION

My contribution spans parent-company content strategy, brand-building communication and executive engagement. Project-specific performance figures have not been supplied; subsidiary campaign results are presented separately.

Source: professional experience and resume supplied by Shawal Shabbir. Reported figures relate to the brand initiatives described; no additional results have been inferred.