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Malik Tayyab: The Young Marketing Visionary

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At just 21 years old, Malik Tayyab has emerged as a rising entrepreneur in Pakistan's digital economy through the launch of his company, Repute Agency. Founded in July 2025, the agency offers full-service digital marketing solutions, positioning itself as a platform for both brands and content creators looking to grow their online reach.

Tayyab's professional journey began at the age of 17 when he started learning web development, SEO, and graphic design independently. While

balancing artistic pursuits, he began offering freelance services on platforms such as Fiverr and Upwork. These early efforts helped him build a client base that valued both his technical knowledge and creative delivery.

The launch of Repute Agency marks a key turning point in his career. The agency now serves a range of international clients, applying integrated strategies that combine data analysis with visual storytelling. According to the firm, this approach offers practical solutions for businesses navigating competitive online markets.



Analysts note the significance of such ventures in Pakistan's broader economic landscape, where digital entrepreneurship continues to gain momentum. As more young professionals pursue careers in online services, agencies like Repute reflect changing attitudes towards traditional employment and education routes.

Tayyab's work is also gaining attention for how it merges creativity with commerce. Drawing from his performance background, he applies an artistic lens to brand development, helping clients differentiate themselves in a saturated market. This dual approach is seen as a potential edge in an industry that increasingly values both innovation and measurable results.

As Pakistan's digital services sector grows, initiatives like Repute Agency could play a larger role in job creation and economic diversification. Tayyab's story underscores how technology, combined with initiative, can open new paths for young entrepreneurs in emerging economies.

His success offers a relevant example for policymakers, educators, and businesses focused on empowering youth-led innovation in the digital sphere.

