



# GAZANFARULLA KHAN

DIGITAL OPERATIONS MANAGER | SOCIAL MEDIA SPECIALIST | GROWTH STRATEGIST

## EXECUTIVE SUMMARY

High performing marketing professional with 15+ years of experience driving multi-million dollar growth in a variety of corporate and entrepreneurial environments. Strong command of e-commerce operations with significant exposure to pioneering marketing strategy, branding, content development, consumer insights, SEO/SEM, process improvement, agile project management and strategic planning.

Core expertise lies in implementing strategic initiatives, overseeing marketing strategies, and leading diverse staff to maximize development, efficiency, and overall business performance. Adept in ensuring alignment with organizational goals, facilitating streamlined operations and leveraging a data driven strategy used to make insightful marketing decisions.

As an individual, I am extremely adaptable and resourceful in my approach. Outside of my corporate career, I take pride child education, mental health, philanthropy/charity, and women empowerment. My people centric mindset has allowed me to succeed in many aspects of life and firmly believe in the ideology of "We" vs "I".

## AREAS OF EXPERTISE

- Analyzing and reporting social media presence, engagement, and effectiveness across all platforms to boost overall impact and performance.
- Invigorating corporate brand identities through proven and innovative social media strategies designed to incorporate company values and talents.
- Using scrum agile methodology for business development
- Conceptualizing integrated marketing plans to ensure brand consistency, meet objectives, and maximize effectiveness
- Contributing to double-digit growth and strong sales funnels by leading integrated marketing strategies with a focus on digital marketing and lead generation.
- Igniting customer-centric cultures and visions, while driving product innovation with international exposure.
- Empowering and fostering collaboration with cross functional teams such as Marketing, Sales, Finance, and IT.

## HOW TO CONTACT ME

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## PROFESSIONAL EXPERIENCE

### Customer Experience Project Specialist

*Qatar Airways | 2021 - Present*

*Responsible for leading and conceptualizing major projects for Qatar Airways Customer Experience team.*

- Monitor progress of projects based on Key Success Indicators, establish clear and conscious guidelines to standardise the process of benchmarking various levels.
- Manage quality control throughout project life cycle by maintaining delivery timelines, mitigating project risks, and act as a liaison with all project stakeholders to ensure effective change management.
- Support the development and design of the project management framework and technology platform

### Senior Web Content Officer / Content Management Specialist

*Qatar Airways | 2017 - 2021*

*Responsible for leading and conceptualizing the development of Qatar Airways website including new languages, component development, content creation, and station coordination. Project scope: 140+ websites and 27 languages that were launched.*

- Pioneer and refine the organization's core message to ensure clarity and consistency throughout all communications and provide guidance on brand and messaging strategy.
- Oversaw web development for the website including market requirements, design ideation, and functionality characteristics necessary to support millions of visitors
- Working with multiple digital product teams to stay abreast of business developments and industry trends in order to drive a robust backlog of ideas using Scrum Agile Methodology
- Thoroughly research and understand customer history and previous experiences, in order to create more personalized customer experiences.
- Establish product/service messaging and brand equity that sets solutions apart from others in the market to provide unique competitive differentiation.
- Collaborate with cross functional team such as IT, E-Commerce, and Sales to develop a customer centric approach and through A/B testing sessions and planning.
- Manage responsive website redesign through planning, wireframing, user interface design and usability testing.
- Sole corporate trainer for the Adobe Experience Manager - over 200+ candidates trained to date.

### Lead Digital Creative Officer

*Qatar Airways/Qatar Duty Free | 2015 - 2017*

*Oversee creative direction, content creation and web development projects to enhance social presence. Implement and train employees on a new CMS (Adobe Experience Manager) to help increase efficiency and effectiveness of the E-Commerce department.*

- Lead the online/social exposure of the company to drive revenue and raise awareness of the brand amongst travellers.
- Capture product and market opportunities through comprehensive segmentation analysis that identifies new product outlets and prioritizes existing segments, leading to balanced market share and profitability.
- Leverage deep content services, information governance and security experience to drive strategic planning, developing actionable product marketing vision and execute growth strategies against multiple product and solution offerings.
- Work with internal teams such as product management, engineering, sales and customers to uncover latent customer needs, understand customer perceptions, and discover intangibles that have true value for customers.
- Cultivate content marketing strategies targeted at driving traffic, engagement, generating leads, delivering sales, retaining customers, and building brand awareness.
- Apply SEO, content development, distribution, and measurement to effectively tailor content to reach audience personas.



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## CORE SKILLS

- Advertising
- Acquisition
- Agile Methodology
- B2B/B2C Sales
- Brand Management
- Content Development
- Customer Success
- Digital Marketing
- Event Management
- Illustrator
- Global Project Management
- Go-To-Market Strategy
- Growth Strategy
- Lead Generation
- Market Analysis
- Negotiations
- Photoshop
- Relationship Management
- Social Media
- Segmentation

## EDUCATION

Project Management, Agile Project Management

- Google

Bachelor of Arts, Communication and Journalism

- Bundelkhand University

Executive Education in Development of User Generated Content (UGC)

- Northwestern University

Pilot Training

- Flight Training College

Sports Photography

- Qatar Olympic Committee

New Media

- Al Jazeera Media Network

Executive Education in Cultural Marketing and Communications

- University College of London

## INTERESTS

- Travel
- Volunteer
- Community Work
- Blogging
- Art
- Reading
- Painting
- Tennis

## PROFESSIONAL EXPERIENCE CONTINUED

### Co-Founder

*Boredoha | 2014 - 2015*

*Responsible for a variety of operational duties including event management, networking, business development and digital development which is inspired by the company vision of "Making Doha less boring".*

- Orchestrate a full range of logistical components for complex, large-scale events, providing end-to-end project management of exhibit and creative design, vendor/venue selection, attendee marketing, and brand management.
- Demonstrate expertise in budget administration, promotional development, product training, market research, and cross-functional team collaboration while leading all facets of event production.
- Act as primary liaison with event venues, suppliers, and vendors while ensuring all event requirements are communicated and executed as necessary.

### Social Media Specialist

*Office of Strategic Cultural Relations, Qatar Museums | 2013 - 2014*

Manage the online presence of the "Years of Culture" (YOC) project by Qatar Museums Authority and directly involved for Qatar UK 2013 and Qatar Brazil 2014 YOC.

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Lead the planning and execution of the strategic (tone, voice) and operational roadmap for social media engagement/communication.
- Work closely with client groups to develop campaigns and drumbeat content that maps back to data-informed personas and key resident demographics.
- Own the development of a strategic social media marketing plan and its associated budget across campaigns and channels: Facebook, Instagram, YouTube etc.
- Track, analyze, and optimize the ongoing performance of all marketing efforts, including ads, funnels, and social media posts.

### Senior Community Manager

*Netizency | 2012 - 2013*

Supporting the community management strategy in all of the company's projects within this role. Clients included: Qatar National Bank, Qatar Olympic Committee, Etisalat.

- Handle all social media administration and coordination for corporate sites and accounts across multiple platforms.
- Design, modify, update and review all marketing material to ensure aesthetics as well as regulatory requirements.
- Leverage analytical insights from local markets, external markets and the global industry to develop robust campaigns.

## OTHER PROJECTS

### Volunteer Coordinator

- Doha Film Institute, Qatar - Each project spanned 3 months and the festivals included Doha Tribeca Film Festival, Ajyal Youth Film Festival and the Qumra Film Festival.

### Country Team Leader

- Earth Hour, Qatar - Represented Earth Hour Global in the country to, spread awareness and organize Earth Hour events.

### Lead Team Member

- Doha Twestival, Qatar - Was part of the global activation Twestival where I lead a team which ranked 4th in the world for donations made towards local a charity.