

# GAZANFARULLA KHAN

## PROJECT MANAGEMENT LEADERSHIP | DIGITAL TRANSFORMATION & MARKETING CULTURAL INITIATIVES | CUSTOMER EXPERIENCE MANAGEMENT

### SUMMARY

High performing and results oriented leader with 15+ years of experience driving multi-million dollar growth in a variety of enterprise, corporate, and entrepreneurial environments. Strong command of project management, cultural change, public relations, media relations and DE&I, with significant exposure to pioneering market study and research, branding, content development, consumer insights, social media management, crisis management, process improvement, agile strategic planning, event management and e-commerce. Proven ability to leverage data insights for informed decision-making, optimize processes, and lead high-performing teams.

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

As an individual, I am extremely adaptable and resourceful in my approach. Outside of my corporate career, I take pride in 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".

### AREA OF EXPERTISE

- **Strategic Implementation:** Adept at translating vision into actionable plans, allocating resources, and managing timelines for successful execution.
- **Project Management:** Proven ability to oversee projects from inception to completion, managing budgets, schedules, risks, and stakeholders for on-target delivery.
- **Team Leadership:** Skilled at building and leading high-performing, diverse teams. Foster a collaborative environment, provide clear direction, and empower team members
- **Data-Driven Decisions:** Leverage data insights to inform strategic decision-making, optimizing processes and driving business growth.
- **Media Relations:** Build and maintain strong relationships with media professionals to effectively communicate organizational messages.
- **Social Media Strategy:** Develop and implement social media strategies to maximize audience engagement and achieve marketing objectives.
- **Market Research & Branding:** Skilled in conducting market research to identify customer needs, leveraging insights to develop effective strategies.
- **Consumer Insights:** Translate customer insights into actionable marketing and product development strategies, resulting in a more satisfying customer experience.
- **DE&I Champion:** Advocate for fostering diverse and inclusive work environments. Experienced in developing and implementing initiatives that promote fairness, equality, and belonging for all employees.

### GET IN TOUCH

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### WORK EXPERIENCE

#### Corporate Customer Care Project Specialist

Qatar Airways - Qatar

Feb 2023 - Present

Led and conceptualised business unit reporting for the division providing a strategic and data-driven approach to customer trends. Implemented digital transformation projects enhancing and improving day to day activities along with cloud migration projects.

- Pioneered Business Unit reporting in collaboration with data analytics team creating informative reports and working closely with Business Units to review and resolve customer related trends and compensations
- Spearheaded the establishment of an advanced Customer Care Portal, redefining its purpose as a comprehensive repository. The initiative involved meticulous curation of essential information for day to day activities and management
- Restructured the CRM tool training modules into a dynamic E-learning format aimed to enhance the accessibility and engagement of training materials.
- Undertook a thorough review and verification process for all certificates and letters issued by Customer Care in collaboration with the Marketing brand team.
- Implemented effective trackers for executive management, contributing to streamlined processes and improved team collaboration.

#### Customer Experience Project Specialist

Qatar Airways - Qatar

Nov 2021- Jan 2023

Responsible for leading and conceptualising enterprise level projects for Qatar Airways focusing on Customer Experience Recruitment, Digital Transformation, Events & Public Relations, Process improvement, Technology advancements and Airline partnerships.

- Monitor progress of projects based on Key Success Indicators, establish clear and conscious guidelines to standardise the process of benchmarking various levels.
- Managed Customer Experience marketing campaigns, media and digital transformational projects throughout project life cycle by maintaining delivery timelines, mitigating risks, and liaising with all project stakeholders to ensure effective change management for 10,000+ new employees.
- Lead the Talent Acquisition team to deliver marketing/PR campaign and on ground support for group recruitment resulting in 400K website visits, 192M social media impressions and over 2800+ candidates being recommended.
- Supported development and design of the project management framework, AI technology platforms for employee engagement.
- Created a social environment for stakeholder management and communications.
- Managed brand activations and internal events along with executing brand TVC's, Cabin Crew video/photo shoot productions for internal and external marketing use for FIFA World Cup Qatar 2022.

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## CORE SKILLS

- Project Management
- Corporate Communication Strategy
- Media Relations and Outreach
- Competitive Analysis and Reporting
- Crisis and Emergency Response
- Media Inquiry Handling
- Cultural Change and DE&I
- Acquisition
- Agile Methodology
- Event Management
- Brand Management
- Content Development
- Customer Success
- Digital Marketing
- Go-To-Market Strategy
- Growth Strategy
- Market Analysis
- Negotiations
- Customer Care/Experience
- Relationship Management
- Social Media Strategy
- Internal/External Stakeholder Management

## EDUCATION

### Bachelor of Arts

Communication and Journalism

BU, India 2017

### Project Management (Agile)

Google 2022

### Executive Education

Cultural Marketing & Communications

UCL, UK 2014

### Executive Education

Development of User Generated Content

Northwestern University 2019

## CERTIFICATIONS

Generative AI - Project Management Institute

Certified Qatar Host - Qatar Tourism

PMP - Project Management Institute (Ongoing)

## WORK EXPERIENCE CONTINUED

### Content Management Specialist

Qatar Airways - Qatar

Oct 2017 - Oct 2021

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

- 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 in order to drive ideas using Scrum Agile Methodology.
- Thoroughly research and understand customer history and previous experiences, in order to create more personalized customer experiences.
- Collaborate with cross functional teams such as IT, E-Commerce, and Sales to develop a customer centric approach and through A/B testing sessions
- Manage responsive website redesign through planning, wireframing, user interface design and usability testing for 150+ websites in 27 languages.
- Sole corporate trainer for Adobe Experience Manager - 200+ candidates trained .

### Lead Digital Creative Officer

Qatar Duty Free - Qatar

Sep 2015 - Sep 2017

### Co-Founder

Boredoha - Qatar

Jan 2013 - Aug 2015

### Social Media Specialist

Office of Strategic Cultural Relations, - Qatar  
Qatar Museums

Jan 2013 - Dec 2014

### Senior Community Manager

Netizency - United Arab Emirates

Jan 2011 - Dec 2013

## OTHER PROJECTS

Volunteer Coordinator

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

Country Team Leader

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

Lead Team Member

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