

# GHASSAN KHAN

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## EXPERIENCE

### APEX PRO MEDIA

Jul 2021 - Present

#### Regional Chief Operations Officer

Working Remotely. Based in Birmingham, UK

- Established multi-channel digital strategies for UK SME Clientele successfully acquiring Key Accounts of **+£200K**.
- Built strategic marketing teams for multiple segments. Developed marketing roadmaps in these segments to guide **staff upscaling** and planning towards **sustained growth**. Consulted directly with decision-makers in a B2B setting. Served as a **key marketing resource**.
- Led and maintained a **strong client-side reputation** for technical and service excellence, enabling **90% client retention rates** and higher billable service invoices, despite the economic downturn and Covid-19 lockdown.
- Directed digital advertising teams across the South-Asia region to achieve up to 10X ROAS, resulting in **+£10M Digital Sales** for a Digital Pharmacy Client
- Conducting HR Functions to expand HR workforce to up to **+35 Employees across 3 years**, acquiring, orienting and onboarding quality professionals over a 2-week time span. Advised company management on optimal resource **performance evaluation** through financial and functional analysis.
- Developed documentation, manuals, strategies, work plans, worksheets & canvases contributing to business development efforts, **improving Agency Revenue by 125%**
- Deployed a **Cloud File Archival System** for seamless remote work. Adopted and implemented **Google Workspace, Asana, Canva, Figma and Slack** to deploy **Agile Methodology**. Advised in-house specialists on clients' competitors. Implemented **international best practices**.
- Deployed and monitored 24/7 **customer support team** for a UK company
- Founded and spearheaded **multiple SOP initiatives** designed to identify and resolve client-side **Internal communications**. Secured a **2-year retainer** for the employer by expanding operations management efforts.
- Developed **omnichannel marketing** strategies for multiple INGOs
- Generated new market-qualified leads through **cold outreach email campaigns** for clients utilizing lead magnets and web forms
- Created a business plan for an eCommerce startup including web development, social media, influencer marketing and other channels for deployment in **4 major markets in Pakistan**
- Conducted Amazon Fulfilled by Merchant (FBM) **feasibility study** for UK Investors
- Built and supervised supporting **technical marketing protocols** to streamline **product design & development** in line with market dynamics.

### PLANET BEYOND

Sep 2017 – Jun 2021

#### Sr. Creative Producer / UX/UI Designer

Islamabad, PAK

- Collaborated with Digital Products Manager to formulate **product visual identity, user interface designs**, design components, hero images, **JSON animation**, etc. Contributed to affinity mapping, **customer journey mapping**, low-fidelity wireframing, user research, and more. Coordinated accessibility.
- Collaborated with marketing teams. Procured, developed, curated and produced digital content including **graphics, animations & multimedia** for VAS mobile applications, web applications, social media content, audio dramas and ad creatives. Developed and deployed **branding guidelines** and **design systems**.
- Assisted the Creative Manager in developing creative department protocols, documentation, content plans, and content schedulers for private and public sector clientele

## EDUCATION

### NS3H (NUST)

Islamabad, PAK

Bachelor in Public Administration

May 2014

**Relevant Courses:** Marketing, Public Finance, Sociology, Psychology, Public Policy Formulation & Implementation, Comparative Public Administration Systems, Political Science, International Relations & Diplomacy, English Literature, etc.

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## SKILLS

### Industry Specific:

Google Workspace, Google Ads / Analytics, Search Engine Marketing (SEM), Meta Ads, Asana, Notion, Slack, Canva, Figma, Bespoke worksheets; Klaviyo, Hubspot, Microsoft Clarity, WordPress, Adobe Creative, MS Excel, MS Word

### Core & Soft Skills:

Strategic counsel; workflow management; operations management; business process optimization; product management; visual communications; customer experience design; UI / UX planning; funnel development; multi-channel marketing; digital media campaigning; copywriting; technical writing; agile methodology, internal communication skills; brand audit & analysis; adaptability; mind mapping skills; pitch deck presentation; product demonstrations;

### Languages:

English, Urdu

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## PROJECTS & RESEARCH

### LEARNOBOTS, MTO Operations

July 2017

- Supervised +40 routine in-house and on-field operations for Robotics Workshops educating +250 children aged 10-16 years at STEAM laboratories across educational institutions in PAK.

### E-Village, Grant Writing Consultant

March 2017

- Consulted Pakistan Social Association (PSA) for pursuing INGO grants. Developed project proposals. Program management support. Thematic focus on 'utilizing ICTs for bridging urban-rural digital divides'

### Big Brains Consultancy, Chief Operations Officer

March 2016

- Brainstormed, designed and drafted and implemented a microfinance insurance program in cohesion with insurance firms titled 'Renaissance in Education'. Consultation services.

### Design Soch, Finalist

August 2015

- Eco-Bricks - proposed a housing crisis solution via PET plastic reuse

### HULT PRIZE - Bill and Melinda Gates Foundation, Semi-Finalist

September 2014

- Proposed 'Aghas-e-Ilm', a sustainable and scalable social enterprise for early childhood education for slum children in Islamabad

### E-Governance & Corruption Thesis

June 2014

- University final-year thesis discovering a correlation between EGOV and CPI Indexes across South Asia Countries. Conducted regression analysis.

### MINISTRY OF PLANNING, Research Intern

September 2013

Islamabad, PAK

- Assisted Deputy Chief Governance in PC1 research and review. Administrative support.
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## INTERESTS

Prog rock; puns; sustainability; volleyball; cooking; photography; blender, camping; traveling; Reddit;