

SHAHZEB KHAN

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EXPERIENCE

Branch Manager, Aakash educational services limited | Jaipur, Rajasthan June 2022 - Present

(Led a 2 tier team of 25 members across marketing, operations - Promoted from deputy branch manager to Branch manager due to strong performance for FY 23-24)

- Devised end-to-end **GTM, ATL & BTL**, marketing and branding strategies in order to uplift the business and expand the **market reach using SWOT analysis**.
- Planned and conducted several marketing activities in order to create an online and offline impression in the territory towards the achievement of multiple goals in order to derive acquisition, brand reach and revenue for the product and organization.**IMPACT : resulted in increased revenue by 10% for FY 23-24.**
- Spearheaded a multi channel marketing campaign that **resulted in 20% increase in customer acquisition and improved brand visibility**.
- Revamped brand identity and messaging, leading to a **20% rise in brand recall** among target demographics for FY-23-24.
- Coordinated with creative teams to develop compelling marketing collateral resulting in enhancing campaign effectiveness.
- Led initiatives to position the company as a sustainable brand, **resulting in partnership with Rajasthan Police** and more than **50+ Hospitals** for multiple campaigns.
- Developed interactive and effective campaign activities that engaged **50,000+ users**, increasing lead generation by **25%**.
- Negotiated sponsorships for targeted major events, resulting in **50%** increase in brand exposure.
- Reached and tapped more than **300+ schools** resulting in increased market reach and acquisition.

Management Trainee, Ratnavali Arts | Jaipur, Rajasthan February 2021 - June 2022

- Worked with the marketing and operations team,devising end-to-end marketing strategies for jewellery and handicrafts clients.**IMPACT : Acquisition for new clients and better market reach.**
- Contributed to the successful execution of cross-departmental projects, meeting tight deadlines and exceeding quality standards.
- Identified and implemented cost-saving opportunities, cutting departmental expenses by **10%**.
- Supported the development of quarterly business strategies that **resulted in 10%** improvement in overall team performance.
- Represented business in the marketplace and developed relationships with key accounts and stakeholders in order to promote the business.

Chief Marketing Officer, ITBCA | Jaipur, Rajasthan February 2021 - December 2021

- Designed and executed a comprehensive marketing strategy for the event, attracting **10,000+** attendees.
- Launched a social media campaign that generated **200K+ impressions** and boosted event registration by **30%**.
- Devised a branding strategy roadmap in order to create an online and offline impression across various platforms.
- Secured sponsorship deals, contributing **40%** to the events budget.

Project Manager, Hi-tech Media Solutions | Jaipur, Rajasthan September 2018 - March 2020

- Planned and executed marketing projects from start to finish, meeting deadlines and staying within the budget.
- Led a cross functioning **team of 10 executives**, ensuring clear communication and smooth workflow.
- Provided regular updates to the stakeholders, keeping them informed on project progress and outcomes.
- Negotiated with vendors to **reduce cost by 10%**, staying within the project budgets.
- Tracked expenses for all projects, ensuring accurate reporting and financial accountability.
- Resolved project bottlenecks quickly, ensuring minimal impact on deadlines.

PROJECTS and ACHIEVEMENTS

Ma'AD - Marketing and Advertising, Dainik Bhaskar | Jaipur, Rajasthan June 2021 - August 2021

- Organized a **campaign named "Dream Home"** in order to create awareness amongst customers as well as to increase visibility and **acquisition for around 50+ real estate clients**.
- Worked with the branding and marketing team, devising end to end marketing and advertising strategies for real estate clients.
- IMPACT : Acquisition for clients increased by 30%.**

Cultural Coordinator at Pulse, RAPIM | Jaipur, Rajasthan January 2021 - September 2022

- Managing an annual cultural budget in order to conduct all the activities organised in RAPIM.
- Dealing with stakeholders like Vice principal of Rajasthan University, Dean of students, Campus Ambassadors and sponsors to **bring opportunities for 400+ students**.

Student of the Year Award (Subodh Public School, Jaipur)

Awarded by the former Mayor of Jaipur as best Student in Subodh Public School.

EDUCATION

Master of Business Administration in Marketing and Finance from R.A Podar Institute of Management, Rajasthan university | Post Graduated in 2022

SKILLS

Problem-Solving, Team Management and Collaboration, Strategy and Roadmap, Stakeholder Communication, Data-driven decision-making, Customer Feedback Analysis, Branding strategy design, SWOT Analysis, Project Management, Campaign planning and execution, Go-to-market strategy, A/B strategy, Public relations (PR), Financial Forecasting, Market research and insights, Salesforce, ERP, Quicksight, MS powerpoint, Google docs