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AKRAM KHAN

Experienced Marketing Leader | Expertise in Strategy & Execution

PROFESSIONAL SUMMARY

Experienced Marketing Leader with over a decade of expertise in strategy and execution, specializing in funnel marketing and digital advertising. Demonstrates a strong ability to lead cross-functional teams and optimize campaigns, achieving substantial business growth through data interpretation and conversion rate optimization. Proficient in leveraging Social Media Ads to drive measurable outcomes and enhance brand visibility.

EMPLOYMENT HISTORY

DIGITAL MARKETING MANAGER

Quick Way Marketing Services

Jan 2024 - Present

Dubai, UAE

- Directed and managed a cross-functional team of in-house and offshore marketing professionals, ensuring seamless collaboration and consistent delivery of high-quality results for clients in the real estate, e-commerce, and retail sectors.
- Developed and implemented comprehensive digital marketing strategies that drove client growth, increased brand visibility, and maximized ROI.
- Oversaw multi-channel campaigns across paid social, search engine marketing, email marketing, and influencer collaborations, achieving a 25% increase in lead generation and a 20% reduction in acquisition costs.
- Worked closely with the Chief Marketing Officer to align client campaigns with broader business goals, delivering data-backed insights to inform decision-making and resource allocation.
- Spearheaded creative development for impactful advertising assets and messaging, driving a 30% uplift in conversion rates by resonating with target audiences.
- Established and maintained frameworks for performance tracking, A/B testing, and optimization to ensure continuous improvement and adaptability in all marketing efforts.
- Led the adoption of marketing technologies, including CRM systems, analytics platforms, and automation tools, enabling clients to streamline operations and gain actionable insights.
- Directed budgeting, forecasting, and resource planning for digital campaigns, ensuring efficient allocation of resources to maximize impact.
- Acted as a strategic advisor to clients, guiding them on long-term growth initiatives such as brand positioning, customer retention strategies, and omni-channel marketing integration.

PERFORMANCE MARKETING MANAGER

Gallery Furniture

Jul 2021 - Dec 2023

Houston, Texas, United States

- Provided strategic marketing leadership and direction to the CMO and 55 employees, contributing to the overall success and growth of the organization.
- Developed and executed a comprehensive digital marketing strategy, resulting in a 45% increase in online sales and a 20% improvement in conversion rates.
- Implemented data-driven optimizations to improve the efficiency of paid social ad campaigns, including Google, Facebook, TikTok & Twitter leading to a 10% decrease in cost per acquisition and a 25% increase in online sales.
- Optimized conversion rates by 20% through analyzing website data and implementing targeted marketing campaigns, resulting in a \$500K increase in revenue within the first quarter.
- Developed and executed a comprehensive audience-building strategy, resulting in a 30% increase in client base over the course of one year.
- Developed and executed marketing campaigns that prioritized revenue growth, resulting in a 20% increase in monthly sales.
- Acted as a strategic advisor to the executive team, providing analysis and insights that guided decision-making on marketing budget allocation, resulting in a 25% improvement in resource utilization efficiency.

ADVERTISING SPECIALIST

LaunchPad Agency

Mar 2019 - Dec 2022
El Segundo, California, USA

- Developed comprehensive ad briefs, including detailed information on creatives, audience targeting strategies, scripts, landing pages, and offers for each client campaign.
- Implemented A/B testing methodologies to optimize creatives and copy, leading to a 30% improvement in click-through rates and a 25% decrease in cost per acquisition.
- Collaborated with cross-functional teams including creative designers and copywriters to create compelling ad copies, visuals, and videos, resulting in a 25% increase in click-through rates.
- Monitored and analyzed advertising performance metrics using Google Analytics and other tools to optimize campaigns and achieve a 12% decrease in cost per acquisition.
- Analyzed customer data to identify key trends and preferences, leading to the development of tailored product recommendations which resulted in a 30% increase in repeat purchases.

CEO/LEAD MARKETING SPECIALIST

Six Flow Media

Sep 2017 - Present
Toronto, Ontario, Canada

- Founded and established a highly successful marketing agency focused on digital marketing.
- Developed and implemented a comprehensive outreach strategy that resulted in acquiring 20 new clients within the first year and boosting revenue by 150% to \$625,000.
- Acted as the primary liaison, effectively managing and nurturing a diverse portfolio of client accounts, fostering strong, long-lasting client relationships.
- Utilized Google Ads, Facebook Ads, and A/B split testing techniques to optimize client marketing campaigns, resulting in an impressive 30% increase in conversion rates.

DIGITAL MARKETING SPECIALIST

Quick Sticks Media

Sep 2013 - Jan 2017
Dubai, UAE

- Developed and executed targeted digital advertising campaigns, resulting in a 20% increase in click-through rate and a 15% increase in conversion rate.
- Analyzed data from split tests to identify key audience segments and creative elements that generated the highest conversion rates, resulting in a 20% increase in overall ad campaign ROI.
- Implemented visual dashboards to present data in a visually appealing and easy-to-understand format, leading to a 75% increase in stakeholder engagement with reports.
- Developed and implemented a comprehensive client onboarding process, reducing churn rate by 20% within the first six months.

EDUCATION

BACHELORS ENGINEERING

Ontario Tech University

Sep 2012
Oshawa, Canada

COURSES

MEDIA BUYING PROFESSIONAL

Facebook

SKILLS

Digital Advertising, Search Engine Optimization, Email Marketing, Google Ads, Meta Ads, TikTok Ads, Sales Copywriting, Conversion Rate Optimization, Agency Contracts, Analytics, Data Interpretation, Marketing Automation, Salesforce, Funnel Marketing, Video Advertising, Landing Page Optimization, SEO.

LANGUAGES

English (*Native*).