

Shahnawaz Khan

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SUMMARY

I am deeply fascinated by the intricate mechanics of business and its profound influence on our daily lives. My curiosity is piqued by the psychology behind consumer decisions and the sway of brands. My ambition is to specialize in either Brand Management or Sales & Marketing, driven by a passion for navigating the challenges of the business landscape.

My professional journey has been diverse, spanning roles in consumer guidance within the energy sector to leading marketing campaigns across various companies. Currently pursuing a Bachelor's in Business Administration with a focus on Marketing, I have supplemented my education with certifications in Digital Marketing, International Trade, and Project Management.

Proficient in strategic marketing, lead generation, and harnessing analytical insights, I excel in enhancing brand performance and propelling business growth. My expertise includes SEO, email marketing, and identifying untapped business opportunities.

Eager to explore the global business arena, I am committed to applying my knowledge and skills to meaningful projects in the field.

EXPERIENCE

Co-Founder

Growth Venture

August 2023 – Present, United Kingdom · Remote

- Continuously seeking and evaluating new opportunities that align with the venture's growth trajectory. Strategically assessing potential markets for expansion and profitability.
- Taking charge of initiatives aimed at optimizing overall operational efficiency. Implementing strategies to streamline processes and enhance productivity within the startup.
- Developing and executing holistic marketing strategies in line with the company's goals. Employing a strategic outlook to bolster brand presence, customer acquisition, and market penetration.
- Steering the team towards the common vision while fostering an environment conducive to innovation and collaboration. Leading by example to navigate the challenges inherent in startup ventures.
- Engineered business strategy and secured startup funding of \$2M, leading to the development of an innovative platform that acquired 25,000+ active users within the first year.

Marketing Intern

Gas & Oil Pakistan Ltd

August 2023 – August 2023, Lahore, Punjab, Pakistan · On-site

- As a marketing intern at Gas & Oil Pakistan, my key responsibilities include overseeing marketing efforts, analyzing progress reports, and generating innovative ideas to enhance marketing strategies. Excited to continue contributing until my internship concludes. As a result boosting sales over 12.2% in a month.

Head of Marketing

Color Drop Apparels

March 2023 – June 2023, Lahore, Punjab, Pakistan · On-site

- Led email marketing campaigns and initiatives to drive customer engagement and acquisition.
- Collaborated with various departments to align marketing strategies with overall business goals.
- Developed and implemented digital marketing strategies to increase brand visibility and reach.
- Implemented tactics to attract and acquire new customers.
- Utilized data analysis to measure campaign effectiveness and optimize marketing efforts.
- Spearheaded a comprehensive rebranding initiative, overseeing a team of 15 creative professionals to revitalize the company's image, leading to a 35% increase in customer engagement across multiple platforms.

Intern

MEPCO (Multan Electric Power Company)

August 2022 – September 2022, Mepco Headquarters · On-site

- Role I played vital role in guiding consumers with respect to concerned department and provide technical support to consumers as in accordance of tariffs issued by NEPRA (National Electric Power Regulatory Authority)
- Solving complaints of consumers on regular basis.

Digital Marketing Specialist

Freelance

October 2021 – April 2022, Pakistan · Remote

- Conducted in-depth analysis of key performance indicators (KPIs) across various digital marketing channels
- Identified emerging trends and developments through meticulous tracking and analysis of data
- Utilized insights to inform strategic adjustments and optimize marketing campaigns
- Achieved a significant 25% increase in campaign return on investment (ROI) over a six-month period
- Demonstrated the value of data-driven decision-making and agile marketing strategies in maximizing results

PROJECTS

BrandConnect

January 2023 – July 2023

- BrandConnect's mission is to enhance influencer marketing by connecting brands with the right influencers, while fostering transparency and fair compensation in the industry.

EDUCATION

Bachelor of Business Administration – BBA, Marketing

Minor in Business Data Analytics • COMSATS University Islamabad • Lahore • 2025 • 2.90

CERTIFICATIONS

Email Marketing

HubSpot Academy • 2024

Meaningful Marketing Insights

Emory University • 2024

Foundations of Project Management

Coursera • 2023

Google Ads Search Certification

Google Ads Search Certification Course • 2023

Market Research and Consumer Behavior

IE Business School • 2023

The Digital Marketing Revolution

University of Illinois Urbana–Champaign • 2023

SEO Fundamentals Course with Greg Gifford

Semrush • 2023

Search Ads 360 Certification Exam

Google Digital Academy (Skillshop) • 2023

Think Outside the Inbox: Email Marketing

Coursera • 2023

Marketing Masterclass

upGrad • 2023

Psychological research, obedience and ethics

The Open University • 2023

Designing a Future Where Learning is a Lifestyle

Samsung Electronics • 2023

Digital Marketing

FutureLearn • 2023

Business and Decent Work: an introduction to the MNE Declaration

ITCiLO • 2022

Digital Marketing

HubSpot Academy • 2022

International Trade

Mru.org • 2022

SKILLS

Industry Knowledge: Trade Marketing, Marketing Budget Management, Market Research, Consumer Behavior, Strategic Marketing Management, Start-up Ventures, Start-up Leadership, Search Engine Optimization (SEO), Email Marketing, Brand Management, Brand Development, Project Management, Digital Strategy, Customer Acquisition, Trade Marketing, Leadership.

Tools & Technologies: Microsoft Excel, Google Ads, Microsoft PowerPoint

Interpersonal Skills: Team Management, Leadership, Management, Teamwork, Analytical Skills, Negotiation, Strategy

Languages: English, French, Punjabi, Urdu