





# Masroor Saad Khan, BSc, MTEI, Product Owner

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A Google UX Certified professional with 2+ years of international experience building digital products from scratch. Proven record of working on 45+ digital projects from designing web architecture to product testing that achieves business objectives & hit revenue milestones. With exceptional communication and an infectious positive spirit, able to work in cross-functional teams, connecting the technical & non-technical worlds.

## EDUCATION

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**Master of Technology Entrepreneurship & Innovation (MTEI)**, Saint Mary's University, NS, CA

Relevant Courseworks: • Technology Entrepreneurship • Entrepreneurial Marketing • Technology Strategy & Productivity  
• Innovation Processes & Management

**BSc in Economics**, North South University, Dhaka, BGD

Relevant Courseworks: • Business Communication • Computer Information System • Project Analysis & Evaluation

## CORE COMPETENCIES

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User Experience & Content Management, Agile Methodology, Marketing Analytics & Reporting, Product Management

**Product Marketing:** Google (Adwords, Analytics, Search Console, Tag Manager, Optimize 360), Hotjar, ScreamingFrog

**Content Software:** Ahref, Ubersuggest, Mailchimp, Canva, Typeform, Slack, Miro, ClickUp, Jira

**Technical:** HTML, CSS, Javascript, Python, WordPress, SQL, Github, Figma

## PRODUCT WORK EXPERIENCE

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**DESIGN THINKING RESEARCH CONSULTANT (Probono Coursework)**

Sep 2021 - Dec 2021

Coastal Action, Mahone Bay, NS, CA

- Completed 100+ user interviews of different stakeholders to find a solution using design thinking principles
- Articulated product vision & user stories in a way understandable to various stakeholders & built a working MVP
- Developed profiles of multiple customer archetypes and personas to understand their needs, pain points & expectations

**PRODUCT & DIGITAL STRATEGY, CO-FOUNDER**

Feb 2021 - May 2022

Skipissues, Halifax, NS, CA

- Built the web application using Django, JavaScript, Bootstrap, HTML & CSS (~ 3k lines of code)
- Tried understanding user needs through creating product roadmap & built features based on user need
- Maintained web website server, and updated database while tracking specific user analytics
- Leveraged Heat-maps & A/B testing with tools such as Google Optimize 360 & Smartlook, resulting in 200% improved conversion, 50% more time spent, 30% decrease in bounce rate over 6 months
- Conducted 300+ keyword research, & content briefs based on user search intent for effective growth strategy
- Improved CRO & regularly audited website to keep track of robots.txt, sitemap, tracking code, indexing issues, etc.
- Optimized Organic (on-Page, off-page & technical SEO) & paid advertisements (FB ads, Quora ads, Google ads)
- Monitored website analytics performance bi-weekly through Google (Analytics, Tag Manager & Search Console)
- Worked with different mentors for customer discovery, finding product market fit, preparing customer journey map, the value proposition canvas, customer persona creation, etc & collaborated with SMU Entrepreneurship Centre & Dal U

### **Achievements:**

- Organic growth resulting in all-time 127k page views, 12k monthly traffic, and \$5k revenue, & 15k sign-ups
- Interviewed 150 persons to understand user needs and pitched in 5+ startup competitions
- 400k+ profile views in Quora & 20K+ views across other social media

## **PRODUCT & DIGITAL MARKETING SPECIALIST (Contract)**

Jun 2021 - Sep 2021

The Digital Navigator, Florida, USA

- Worked on 30+ web-development projects creating product development roadmaps, and product documentation
- Planned website architecture, feature implementation, blog design, layout navigation, and MVP development based on product requirements
- Conducted site audit to identify organic growth opportunities, fix errors, make industry standard recommendation
- Evaluated important KPIs that affect website traffic, service quotas, & target audience using Google Analytics, Google Search Console, & Google Tag Manager based on requirements
- Created digital analytics report to present key insights and recommendations to various stakeholders and communicated directly to the Vice-President of the Product & CEO

### **Achievements:**

- Wrote internal memo for better project requirements, SEO, & Ads documentation benefiting 40+ employees
- Coordinated 30+ digital marketing projects with cross-team collaboration (web developers, content development, SEO, email, and project team)

## **SOCIAL MEDIA COORDINATOR (IG PAGE - PET PROJECT)**

Feb 2020 - Oct 2020

- Created exceptional infographics on business, startup, and economics & grew it to 3k+ followers in 4 months

## **ADDITIONAL WORK EXPERIENCE**

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### **CUSTOMER EXPERIENCE ASSOCIATE**

Jun 2022 - Present

TD Canada, Halifax, NS, CA

- Empathize with CX problems to understand their concern before suggesting TD's financial products and services
- Ensuring a legendary customer experience by connecting on a personal level & processing 50+ daily financial transactions
- Collaborating with Personal Banking Associates, Financial Advisors & Financial Planners to achieve the Q target

### **Achievements:**

- Achieved 120+% customer experience and exceeded the target by 280% in Q3 through cross & upselling
- Received accolade from TD due to high performance & being an exceptional team contributor

## **CERTIFICATIONS/TRAINING**

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Google UX Professional Certification, Google Digital Marketing & E-Commerce Professional Certificate

Google Analytics & Adwords Certification, SEO Specialization (UC Davis)

## **AWARDS**

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Steel Entrepreneurship Award, Study & Stay Entrepreneurship Grant – Saint Mary's University

Path2Innovation Award & Collide Entrepreneurship Grant – Dalhousie University