

Masroor Saad Khan, BSc, MTEI

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A Google Certified Digital Marketing professional with 2+ years of international experience implementing strategic digital innovation on 45+ digital projects to achieve business objectives. With exceptional communication and an infectious positive spirit, able to work in cross-functional teams, connecting the technical & non-technical worlds.

EDUCATION

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

Relevant Courseworks: • Entrepreneurial Marketing • Technology Strategy & Innovation • Leading Technology Innovation

BSc in Economics, North South University, Dhaka, Bangladesh

Relevant Courseworks: Principals of Marketing • Business Communication • Advance Econometrics & Data Analysis

CORE COMPETENCIES

User Experience & Content Management, Marketing Analytics & Reporting, Project Management,

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

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

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

CERTIFICATIONS/TRAINING

Google UX Professional Certification (ongoing), Google Digital Marketing & E-Commerce Professional Certificate, Google Analytics & Adwords Certification, SEO Specialization (UC Davis), Datacamp Data Visualization, Manipulation & Analysis

DIGITAL WORK EXPERIENCE

PRODUCT & DIGITAL STRATEGY, CO-FOUNDER

Feb 2021 - May 2022

Skipissues, Halifax, NS, CA

- 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:

- Built the web application using Django, JavaScript, Bootstrap, HTML & CSS (~ 3k lines of code)
- 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

QA & DIGITAL MARKETING SPECIALIST (Contract)

Jun 2021 - Sep 2021

The Digital Navigator, Florida, USA

- Developed effective digital marketing strategies for both organic and paid media for small and medium-sized businesses
- Conducted 30+ 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

CUSTOMER EXPERIENCE ASSOCIATE

Jun 2022 - Present

TD Canada, Halifax, NS, CA

- Keeping updated with TD marketing campaigns and promoting TD's financial products and services based on CX needs
- Completing administrative tasks such as filling out paperwork, answering phone calls, and preparing documents
- 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

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
- Gathered, analyzed, & advocated research finding through data analysis & presented them to a diverse audience

AWARDS

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

Path2Innovation Award & Collide Entrepreneurship Grant – Dalhousie University