

# Masroor Saad Khan, BSc, MTEI, Product Manager

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Highly driven and results-oriented Product Manager with 3+ years of international experience implementing strategic digital innovation and product management on 45+ web projects. Strong strategic thinker with excellent communication and leadership skills with experience in the bank, digital marketing, and product development. Proven ability to manage and deliver product roadmaps, lead user research and testing, and make data-driven decisions to improve product performance.

## EDUCATION

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**Master of Technology Entrepreneurship & Innovation (MTEI)**, Saint Mary's University, NS, CA Sep 2021 - Dec 2022

Relevant Courseworks: • Technology Entrepreneurship • Entrepreneurial Marketing • Technology Strategy & Productivity  
• Innovation Processes & Management • Business Launching & Growing (Product)

**Entrepreneurship Training**, Dalhousie University & Saint Mary's Entrepreneurship Centre Dec 2021- May 2022

**BSc in Economics**, North South University, Dhaka, BGD May 2016 - Jun 2021

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

## CORE COMPETENCIES

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

**Technical:** WordPress, HTML5, CSS3, Javascript, Python, SQL, Github, Figma

## CERTIFICATIONS

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- Google UX Professional Certification (ongoing) • Google Digital Marketing & E-Commerce Professional Certificate
- Google Search, Display, Video, Shopping, App Certification • Google Tag Manager Certifications
- SEO Specialization (UC Davis) • Datacamp Advanced Python • LinkedIn Level - 2 Certified Insider

## WORK EXPERIENCE

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**DIGITAL MEDIA COORDINATOR, ARRIVAL+ DEPARTURE, HALIFAX, NS, CA** Nov 2022 - Present

- Leading the planning and execution of digital media campaigns across a range of platforms, including Facebook, Instagram, Google Ads, TikTok, Snapchat, Pinterest, LinkedIn, and Twitter
- Set up tracking code using Google Tag Manager & prepare dept reporting using Looker Studio
- Monitor campaign performance & budget pacing to identify areas for improvement and maximize performance metrics
- Create digital media plan & creative requirements based on the client's specifications & collaborate with other teams
- Design and implement programmatic ad campaigns across various ad exchanges
- Utilize third-party research tools (ComScore) to create detailed audience segments for targeted ad campaigns
- Automate repetitive tasks identifying improvement opportunities through python (built a few web spiders)

**CO-FOUNDER, PRODUCT & DIGITAL STRATEGY, SKIPISSUES, HALIFAX, NS, CA** Jan 2021 - Dec 2022

- Raised \$25k in funding, pitched in 5+ start-up competitions & worked with different mentors to find product-market fit
- Effective digital strategy led to 177k page views, 18k monthly traffic, \$10k revenue, 15k user sign-ups, 400k+ views in Quora

- Built the web application using Django, Javascript, JQuery, HTML & CSS (~ 3k lines of code), maintained database & server
- Leveraged Heat-maps, A/B testing, keyword analysis, content research, SEO ( on-page, off-page, technical, & programmatic)
- Built strategic partnerships with several higher education institutions as well as other strategic partners
- Conducted 300+ keyword research, & content briefs based on user search intent for effective growth strategy
- Developed and implemented web architecture for web applications, resulting in improved performance and scalability
- Monitored web analytics for advertisements across social media channels, tracked ROI & improved CRO
- Recruited, trained & lead a team of 5

## **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 for clients based in USA, & Canada
- 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

## **FREELANCER - SEVERAL DIGITAL MARKETING & SEO ROLES**

Jan 2020 - Jun 2021

- Developed effective SEO & Paid Media strategies for small and medium-sized businesses for clients in the UK
- Conducted 10+ keyword research, prepared article brief for writers & supported core team for backlink outreach activities

## **WEB SPECIALIST, SHALPIYAL, DHAKA, BDG**

Jan 2019 - Dec 2019

- Built the e-commerce platform in WordPress to sell organic food items & created web content as required.
- Ran social media ads, monitored marketing performance, & developed web content as necessary

## **ADDITIONAL WORK EXPERIENCE**

### **CUSTOMER EXPERIENCE ASSOCIATE, TD CANADA TRUST, HALIFAX, NS, CA**

May 2022 - Oct 2022

- Received recognition from TD due to high quarterly performance & exceptional teamwork to achieve the Q target
- Achieved 130+% customer experience and exceeded the target by 280% in Q3'22 through cross-selling & upselling
- Completed 30+ TD internal courses & training regarding the latest banking trends, products, services, and customer need

### **DESIGN THINKING RESEARCH CONSULTANT, COASTAL ACTION, MAHONE BAY, NS, CA** Sep 2021 - Dec 2021

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

## **AWARDS**

Steel Entrepreneurship Award, Study & Stay Entrepreneurship Grant, Path2Innovation & Collide Entrepreneurship Grant