

# Faisal Khan

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## Summary

Creative, Result Oriented, And Driven Professional With Over 14 Years Of Experience.

Recognized As An Articulate And Disciplined Individual In Previous Roles. Good Track Record In Fulfilling Client Requirements.

## Experience



### Program Manager

ZAM's Hope, Community Resource Center

Jun 2023 - May 2024 (1 year)

- Manage the full program lifecycle for assigned international initiatives, including planning, implementation, monitoring, and evaluation.
- Develop and maintain strong relationships with local partners, government agencies, and beneficiaries.
- Oversee program budgets and ensure efficient allocation of resources.
- Track program progress against objectives and adapt strategies as needed.
- Coordinate with ZAM's Hope headquarters on logistics, fundraising, and communication.
- Manage and mentor a team of program staff (if applicable).
- Conduct regular reporting and data analysis to measure program impact.
- Travel internationally to program locations as required.

### Customer Experience Manager

Converse

Jun 2022 - May 2023 (1 year)

- Spearheaded the customer service team formation for Converse's India re-launch. This included recruiting the team, selecting vendors, and developing comprehensive Standard Operating Procedures (SOPs) to ensure a seamless customer experience.
- Along with this, I served as the Customer Experience Head for VegNonVeg, managing website and physical store operations for the brand.



### Subject Matter Expert - Google Adwords

Cognizant

Mar 2019 - May 2022 (3 years 3 months)

- Provide oversight, manage, and can generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Communication to the team and management on project development, timelines, and results.
- Provide oversight and work closely with the other team members to meet client goals.
- Manage, review, and perform daily account responsibilities associated with Google Ads.

- Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.

## **Digital Marketing Manager**

### **Self-employed**

May 2016 - Feb 2019 (2 years 10 months)

- Plan, develop, and execute digital marketing campaigns across various channels like SEO, SEM, social media, content marketing, email marketing, and display advertising.
- Develop and maintain a comprehensive digital marketing strategy aligned with overall business goals.
- Conduct competitor analysis and stay updated on digital marketing trends.



## **Assistant Quality Manager**

### **AskmeBazaar**

Sep 2015 - Apr 2016 (8 months)

- Participating in regular calibration sessions with designated departmental staff to determine consistency of evaluation process, reviewing results until consensus is reached.
- Enhancing the website content by getting the latest details and updates from the Merchants.
- Respond to all Merchant queries in a timely and comprehensive manner to ensure satisfaction.
- Highlighting issues through feedback and recommending changes in workflows, procedures, service levels, based on Merchant demands to meet their needs and ensure quality service is given at all times.
- Regularly reviewed feedback concerning quality assurance techniques and effectiveness to determine recurring problems and recommend improvements aimed at reducing future occurrences.



## **Data Quality Analyst**

### **Times Internet**

Apr 2015 - Aug 2015 (5 months)

- Quality check and editing of the website content.
- Handling PR with Big Cinema brands to get the latest updates of movie schedules, celebrity events, movie reviews etc.
- Working closely with the internal graphic design team and product development team to provide concepts and write copy in alignment with the brand's strategies and marketing initiative.
- Ensuring proper alignment of Banners on the Website.
- Planning and implementing promotional Themes and Overall look and feel of the website.
- Acting as a SPOC between Data (Content) Team and Website Development Team.



## **Customer Service Specialist**

### **IndianRoots.com - NDTV Ethnic Retail Ltd**

Feb 2014 - Mar 2015 (1 year 2 months)

- Respond to all customer queries in a timely and comprehensive manner to ensure customer satisfaction.
- Adhere to quality and compliance guidelines.
- Able to comprehend the Customer inquiry and provide an immediate resolution.



## **Project Coordinator - Corporate Projects**

DS Group

Jul 2011 - Jan 2014 (2 years 7 months)

- Acted as a SPOC between the Corporate Projects Team and the Architects & other vendors.
- Ensuring the schedule, budget and details of a given project are well organized.
- Communicate with various departments to keep everyone on board about any changes to the project plan.
- Organize reporting, plan meetings and provide updates to project managers.



## **Master Email Analyst**

American Express

May 2008 - Jun 2011 (3 years 2 months)

- Respond to all customer queries in a timely and comprehensive manner to ensure customer satisfaction.
- Adhere to quality and compliance guidelines.
- Able to comprehend the Customer inquiry and provide an immediate resolution.

## **Education**



**Jamia Millia Islamia**

Bachelor's degree



**Jamia Millia Islamia**

Diploma in Civil Engineering



**Symbiosis Centre for Distance Learning**

Pursuing Master of Business Administration - MBA

## **Licenses & Certifications**



**The Fundamentals of Digital Marketing - Google**



**Google Ads Search Certification - Google**

Issued Feb 2022 - Expires Feb 2023



**Google Ads Display Certification - Google**

Issued Feb 2022 - Expires Feb 2023

## **Skills**

Skilled Multi-tasker • Written Communication • Presentation Skills • Multitasking • Supervisory Skills • Interpersonal Skills • Digital Marketing • Google Ads • Digital Strategy • Sales