

Fareed Khan

Leveraging nearly 9 years of experience, leverage expertise in cultivating strong client relationships, driving revenue growth, and optimizing account strategies, Marketing, Account Management..

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Date of Birth - 15 August,
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EXPERIENCE

Bizkonnnect Solutions, Pune, Maharashtra

Project Manager- Customer Success & Account Management

April 2022 -July 2024

- Managed end-to-end campaign lifecycles for tech companies, ensuring timely execution and alignment with overall marketing objectives specific to each industry.
- Represent the company as a trusted advisor, advocate, and marketing thought leader/subject-matter-expert. Conduct regular executive business reviews.
- Collaborate with customers to develop, launch, and manage marketing campaigns focused on engagement and revenue goals.
- Enlighten customers with insights from their own data and industry trends, helping them make informed decisions.
- Handle customer concerns with confidence, putting them at ease and ensuring their issues are resolved effectively.
- Work with Sales, Product, and Support for seamless customer experiences. Communicate updates and best practices to promote adoption.
- Build and maintain strong customer relationships, especially with key stakeholders and sponsors.
- Manage customer expectations, ensuring high levels of customer satisfaction.

Associate Project Manager- Marketing & Customer Success

April 2020 - April 2022

- Expertise in developing and executing strategic email campaigns across various domains, including healthcare, finance, and e-commerce.
- Create and design email templates and content that align with brand guidelines.
- Conduct in-depth data analysis and reporting to measure the effectiveness of email marketing campaigns.
- Utilize marketing analytics to drive insights and inform strategy.
- Leverage marketing automation tools to streamline and scale email marketing efforts.
- Supported the tech team in enhancing the in-house campaign platform, resulting in an improved user interface.
- Work closely with cross-functional teams to align email marketing efforts with broader marketing goals.

STRENGTHS

- Strategic thinking
- Budget & Cost Management
- Resource Management

SKILLS

- Data Analysis and Reporting
- Project Management
- Exceptional communication and project management skills.
- Ability to work quickly & efficiently with little supervision.

AWARDS

- Recognized as a Star Performer for being the best analyst.
- Recognized as Star performer for the Five Years in a Row

CORE COMPETENCIES

Key Account Management
Go-To-Market Strategies
Account Based Marketing
Solution-Oriented Approach
Assessment
Client Relationship Management

- Communicate effectively, both written and verbally, with team members and stakeholders.
- Manage multiple projects simultaneously, ensuring timely and successful execution.
- Maintain strong attention to detail in all aspects of email marketing.

Client Acquisition & Retention
Upselling & Cross-Selling
Email Marketing
Digital Marketing
Pipeline Management

Sr. Business Analyst

April 2019 - April 2020

- Effectively plan, execute, and measure the use of traditional and online marketing programs.
- Monitor customer feedback and adjust sales strategies accordingly.
- Responsible for the Account Management, Recruitment and, Resource Management, Inside Sales Process

LANGUAGES

English, Hindi, Marathi,
French

Business Analyst

August 2015 - April 2019

- Involve in the end to end process of Accounts, Business head of HR Technology, Hospitality, Lifestyle, Gen_Tech Business unit.
- Involvement with the clients, understanding their business & helping to grow them.
- Handled the Customers of market leaders in respective domains.

EDUCATION

- MBA-Marketing- Pune University
- Master in Computer Application-Pune University
- Bachelor in Computer Application- Amravati University

CERTIFICATIONS

- Account Based Marketing Foundation
- Salesforce
- Digital Marketing
- Project Manager Foundation.