

# Farhan Khan Pathan

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## PROFESSIONAL SUMMARY

Dedicated and results-oriented marketing professional with a proven track record in end-to-end campaign management and automation projects. Skilled in strategic planning, cross-functional collaboration, and driving engagement across various channels. passionate about leveraging creativity and innovation to achieve business objectives. month, mitigating potential losses.

## EXPERIENCE

### 1). Marketing Executive Intern: Unschool | Remote, India

Nov 2021–Dec 2021

- Spearheaded marketing campaigns and branding initiatives as a Youth Influencer at Unschool, a Y Combinator funded edtech startup, resulting in enhanced course visibility and brand recognition among students.
- Conducted comprehensive market research to identify key trends and opportunities, contributing valuable insights to inform customer acquisition strategies and optimize marketing efforts.
- Utilized remote internship to hone marketing and branding skills, significantly influencing students' academic paths nationwide, and aligning closely with Unschool's educational innovation mission.

### 2). Creative Writer & Content Creator: LinkedIn | Remote, India

Oct2023–Present

- As a novice content creator, I actively generate LinkedIn content focusing on personal and professional growth, product marketing, and analytics tools like SQL, Microsoft Excel, Financial Accountability, and project management. This effort has resulted in over 100k impressions within 60 days (about 2 months).
- Expertly optimize social media platforms to engage audiences, leveraging comprehensive understanding of content creation strategies and analytics tools to drive impactful engagement and interaction.
- Demonstrate adeptness in creating compelling content and cultivating audience interest through strategic utilization of LinkedIn, establishing myself as a proficient and influential figure in the realm of social media content creation.

### 3). Campus Ambassador Intern: IIT Delhi | Remote, India

Jan 2020–Mar 2020

- Spearheaded promotion efforts as Campus Ambassador Intern for Tryst 2020 at IIT Delhi, driving awareness and engagement within the educational network.
- Collaborated on marketing strategies and upheld the festival's commitment to innovation, fostering a vibrant tech community.
- Gained valuable insights into technology and innovation, honed networking and promotional skills, and immersed in India's premier technical festival atmosphere.

### 4). Campus Ambassador Intern: International MUN | Remote, India

Jul 2020–Aug2020

- Dynamically promoted International MUN conferences as Campus Ambassador Intern, utilizing innovative strategies to boost awareness and participation.
- Leveraged social media platforms and engaged educational institutions to drive attendance at IMUN Online Conferences, while prioritizing data confidentiality.
- Cultivated a collaborative and innovative team culture, embodying values of creativity, intelligence, hard work, mutual respect, and integrity, thereby enhancing marketing skills and commitment to innovation.

## SKILLS

- Social Media Management, Project Management, MS Excel
- Campaign Management, JIRA Software, Strategic Planning
- Performance Analysis, Experimentation & Research, Cross-Functional Collaboration
- Risk Management, Data Mining

## CERTIFICATIONS

- Engineering Project Management Apr 2020
- Digital Marketing and campaign Management Nov 2022
- Marketing Analytics Jun 2023

## EDUCATION

### Vellore Institute of Technology

B. Tech: Bioengineering, 8.17 CGPA

Jul 2019–Aug 2023

### Boys H. S. School Pathari, District – Vidisha, Madhya Pradesh

Computer Science, PCB, MPBSE; 91.2% (456/500)

May 2018–Jun 2019

## EXTRA-CURRICULARS AND ACHIEVEMENTS

- Secured a prestigious 100% scholarship for B.Tech through the esteemed 'Stars Scheme'
- Received the 'INSPIRE Scholarship Award' for ranking in the top 1% of the 12th board examination (Jun 2019)
- Earned the "Award of Excellence in Education" from the "National Human Rights Protection Assembly" in consecutive years from 2016 to 2020
- Dedicated service as a Volunteer and Core Committee Member for the 'RABVIT 2.0' Symposium at VIT Bhopal University, actively contributing from April to May 2022
- Took the lead in the Yoga Club and Sports Club at VIT Bhopal University (Aug 2019 - Oct2022)
- Obtained honors in the "Second National Quiz Competition" for merit (May 2020)