

# Farhan Khan Pathan

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## PROFESSIONAL SUMMARY

Organized and results-oriented business professional with 2 years' experience in the areas of strategic research, online growth, marketing, and content development. Competent in execution, cross-functional team working, problem-solving, and strategic thinking. Enthusiastic about scaling consumer brands using data-driven insights, operational excellence, and innovative creativity.

## EXPERIENCE

- 1). Management Researcher Expert / Consultant | Full Time, Indore, India** Sep 2025–Present
  - Delivered high-impact business consulting and research projects to clients in education, retail, and technology industries.
  - Organized complex issues into solutionable formats, informing decision-making through thorough market analysis and strategic frameworks.
  - Built reports, decks, and operational plans for client delivery, collaborating with cross-functional teams.
  - Refined stakeholder management and project execution skills in a high-responsibility, fast-paced environment.
- 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). Marketing Executive Intern: Unschool | Internship, Remote, India** Nov 2021–Dec 2021
  - Directed branding initiatives at a Y Combinator-backed startup, increasing course visibility and student interest throughout India.
  - Carried out customer segmentation and market research, assisting in the formation of acquisition strategies.
  - Worked across distributed teams to streamline marketing efforts and aid brand growth objectives.
- 4). Campus Ambassador Intern: International MUN | Internship, 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

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|--|--|--|
| • Social Media Management, Project Mangement, 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)