

NAZIA KHAN

DIRECTOR MARKETING

CONTACT

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SKILLS

- Project Management
- Revenue Generation
- Business Development
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Digital Marketing

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Marathi (Fluent)

INDUSTRIES

- Real Estate
- Hospitality
- Automobile
- Education

PROFILE

20+ years of expertise in Marketing & sales of real estate projects, automobile & hospitality. Forte in Digital marketing, business development & revenue generation.

Key Skill® : Highly Competitive in Planning & Implementing new business strategies, planning for contingencies. Planning & Development of team. Product training, analysing and fostering team towards career advancement. Team bonding, Managing Team Force.

WORK EXPERIENCE

Spectrum Solutions

2016 TO PRESENT

Director Marketing

- Focusing on strong developmental projects & investment advisory across locations, through digital marketing strategies, PR & communications & crisis resolution & management.
- Proven working experience in digital marketing, PR & communications particularly within the industry experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns
- Develop and implement strategic PR and communication plans to enhance brand visibility and reputation. experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
- Demonstrated strong communication and organization skills. Excellent attention to detail and time-management skills. Handle crisis communications and provide timely updates to internal and external stakeholders.
- Passionate about social media marketing, SEO, content marketing, and the ability to connect people and bring brand stories to life. Manage media relations and secure high-quality media coverage across traditional and digital platforms.
- Worked independently and driven the growth of the organization, oversee the creation of engaging content for press releases, newsletters, social media, and other communications materials.
- Proved excellent analytical, organizational, project management, and time management skills & Oversee the creation of engaging content for press releases, newsletters, social media, and other communications materials.
- Have an outstanding ability to think creatively and identify and resolve problems with keen attention to detail and the ability to effectively multi-task in a deadline-driven atmosphere.
- Have the ability to clearly and effectively articulate thoughts and points with high levels of integrity, autonomy, and self-motivation by monitoring industry trends and competitor activities to identify opportunities for proactive communication.
- Always excited about the opportunity to directly manage several social communities on behalf of a brand, in addition to helping with content creation, copywriting, and analytics/optimization, like to set own ambitious targets aligned with topline business goals.
- Possess a deep understanding of social media metrics, a passion for enforcing and elevating brand standards, and an unwavering ability to pivot tactics on the fly.
- Define requirements, tasks, and resources associated with broader digital marketing strategy emphasizing content marketing in particular • Communication to clients, team, and management on strategy/project development, timelines. • Specialized in investment strategy & roaring business profits through digital marketing across these locations. specialize in pre-leased properties for your investment needs & a strong investment portfolio across locations.
- UAE - Dubai, Abu Dhabi
- India - Mumbai, Pune, Bangalore Australia - Sydney.

- **DWP INTERICS (architects and interior designers)**
Head Corporate Communications

Scope : Integrate large corporate house requirements for design & architectural solutions at par with high corporate standard designing solutions & provide end to end services. Expertise in Corporate Offices, IT/ ITES Enabled Facilities, Banks, Retail Stores, Hotels and Airports. Our goal is simple : To achieve the client;s objectives everytime.

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- **. Organization:- Mphasis an HP Compnay**
Corporate Communication
Job Profile:-

- To effectively lead, motivate, manage and coach the team through performance management system achieve KPI's in relation to quality & productivity, in accordance with the manager's guide.
 - Identify areas of training & provide with world class training for accent neutralization soft skills & communication skills.
 - Built rapport & manage entire cycle of selling, upgrading & handling client queries related to their day to day requirements & Effectively monitor & excel in providing the clients with the best product's & service's relating to their needs.
 - Ensure smooth functioning of product & Process with effective compliance procedure as required by the client. Ensure quality reporting with weekly reports to the immediate manager.
 - Manage workflow, resource and plan for contingencies by ensuring compliance with Health & safety requirements.
- Ensure quality reporting and work with the Senior Managers to built a highly effective measurement and reward systems based on empirical data.
- Embody the spirit of excellence through team building, able leadership & sound management skills.
 - Taking calls on complex deals within the given timeframe. Weekly con calls with clients on process achievements, appreciations & grievance management.

- **Organization:- Wipro**
Designation:- Manager
Job Profile:-

- Manage Daily Work flow, networking & building consensus with team members for effective revenue generation.
- Ensure quality reporting and work with the Operations Manager to build a highly effective measurement to provide better customer solutions and quality product.
 - Provide hands on assistance to the teams in case of problems, both through direct intervention and mentoring.
- Monitor & analyse daily workflow, identify trends & make recommendations to improve revenue generation.
- Scheduling & time management. Periodically interact with the middle management and senior management of our client companies. Embody the spirit of excellence through team building, able leadership.
- Be directly responsible towards fostering the development of the team and team members by motivating them and ensuring career advancement and a long lasting and a fruitful relationship of the team and team members with the company through feedback and counseling.

ACCOMPLISHMENTS

Team performs in the top twenty percent
Exceeded quarterly expectations consistently
Top performing manager, counselor- recognized as a leader in the company by VP of company.

AWARDS AND HONORS

Top Performing Manager
Top Performing Counselor
Referral Queen

EDUCATION

Little Rock School. Maharashtra, Pune. S.S.C Maharashtra Board.

Poona College, Maharashtra, Pune H.S.C Maharashtra Board.

University of Pune, Maharashtra, Pune of Commerce.
Bachelor Masters in Mass Communications 1st year.

PROFESSIONAL TRAINING

Leadership Development Programs:
Graduated from Leadership and Coaching

COMPUTER SKILLS

Word Perfect - MS Word - MS PowerPoint - MS Outlook - MS Excel - SPSS - Contact Management - Osiris – Galaxy. CRM. All digital marketing tools & most AI's

Seeking a challenging career & determine to strive hard for collecting growth & development of the company. If given an opportunity to work with your esteem, will ensure sincere efforts & dedication.

Date: Place:

Nazia Khan.