

# IRFAN KHAN

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## SUMMARY

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Dynamic marketing professional with a proven track record in crafting impactful content campaigns and data-driven narratives. Adept at bringing stories to life through engaging content, case studies, and virtual events that drive brand awareness and conversions. Experienced in social and influencer marketing, with a strong focus on aligning content strategies with business goals. Successfully led projects that resulted in significant increases in engagement, traffic, and sales, positioning brands as industry leaders. Skilled in leveraging analytics and cross-functional collaboration to deliver high-impact marketing solutions.

## EXPERIENCE

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### Marketing Coordinator

February 2024 - Present

*University of New South Wales, Australia*

- Developed and executed content-driven campaigns that enhanced the narrative for key stakeholders, leading to a 20% increase in user engagement and a 25% rise in web traffic.
- Spearheaded the creation of data-driven narratives and case studies that improved audience targeting, driving a 15% increase in lead generation for high-priority programs.
- Managed the redesign and content migration for the Faculty of Engineering's online resources, resulting in a 15% reduction in bounce rates and enhanced user navigation.
- Coordinated and promoted virtual webinars, resulting in a 30% increase in turnout and a 20% growth in engagement.
- Led the development of content for influencer marketing campaigns, achieving a 3x increase in shares and a 25% rise in follower count within three months.

### Marketing Executive

March 2023 - February 2024

*Writingpreneur Limited, United Kingdom*

- Directed content development for a major skincare e-commerce brand, creating engaging blogs and data-driven narratives that improved user navigation by 30%.
- Orchestrated a series of virtual events leading to a 25% increase in client inquiries and a 40% rise in conversions.
- Crafted and implemented case studies that showcased client success stories, contributing to a 50% rise in organic traffic and enhanced brand credibility.
- Executed influencer marketing campaigns that generated 500 high-ticket clients, bolstering brand recognition and driving a 20% increase in revenue.
- Independently managed content updates and optimized strategies, resulting in a 40% improvement in client satisfaction and project outcomes.

### Marketing Manager

January 2022 - March 2023

*Hollyland, Hong Kong*

- Developed and executed content campaigns, utilizing keyword research and content audits to achieve a 20% increase in organic traffic and a 15% improvement in asset discoverability.
- Designed and implemented case studies and data-driven narratives that aligned with the brand's digital strategy, contributing to a 100K increase in monthly site visits.
- Led the promotion of virtual events, including webinars, that resulted in 30% increase in qualified leads.
- Spearheaded influencer marketing campaigns that aligned with content strategies, leading to a 25% reduction in project timelines and a 20% rise in engagement rates.

### Digital Marketing Specialist

September 2018 - January 2022

*Arcler Education, Canada*

- Managed content campaigns that included detailed performance assessments, driving a 30% reduction in CPA and a 40% improvement in ROAS through refined ad targeting.
- Developed and executed data-driven case studies and narratives that increased customer retention by 20%.
- Coordinated virtual events and webinars, boosting attendance by 30% and enhancing post-event engagement by 25%.
- Led influencer marketing initiatives that resulted in a 15% improvement in asset management efficiency and a 20% rise in content-driven lead generation.

## Product Marketing Assistant

September 2014 - August 2018

*Alpha Solar, Pakistan*

- Crafted and managed CRM-driven email marketing campaigns, achieving a 25% open rate and driving traffic to content-rich promotional offers and landing pages.
- Led the development and execution of content campaigns across multiple channels, including social media and influencer marketing, resulting in a 20% increase in qualified leads.
- Analyzed SEO trends and implemented data-driven content strategies, contributing to a 30% increase in organic traffic and a 20% rise in lead conversion rates.
- Promoted virtual events and coordinated content-driven webinars, leading to a 25% increase in brand visibility and a 10% reduction in cost per lead (CPL).

## PROJECTS

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### Data-Driven Content Strategy & Influencer Marketing for Engineering Faculty at UNSW

April 2024 – June 2024

- **Challenge:** The University needed to reduce bounce rates and improve engagement on their Engineering Faculty's website while promoting key academic programs.
- **Action:** Led a content overhaul that included the development of data-driven narratives, case studies, and a targeted influencer marketing campaign to promote the faculty's achievements.
- **Outcome:** Bounce rates decreased by 15%, and web traffic increased by 25% within three months of implementation.
- **Impact:** The targeted content strategy led to a 20% increase in applications to key academic programs, significantly enhancing the faculty's reputation.

### Virtual Webinar Series & Content Campaign for Skincare Brand

November 2022 – March 2023

- **Challenge:** The client needed to increase engagement and conversions for a newly launched product line amidst stiff competition in the skincare industry.
- **Action:** Developed a comprehensive content campaign including case studies, data-driven blog posts, and a series of virtual webinars featuring industry influencers and product demonstrations.
- **Outcome:** The webinars attracted over 5,000 attendees, with a 30% increase in post-event sales inquiries.
- **Impact:** Achieved a 40% boost in brand awareness and a 25% rise in overall conversions, establishing the brand as a leader in the industry.

## EDUCATION

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### Bachelor of Science

September 2010 - August 2014

*Institute of Space Technology*

## CERTIFICATIONS

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- Digital Marketing - HubSpot Academy 2024
- Adobe Experience Manager Assets Digital Librarian Credential 2024
- Content Marketing - eMarketing Institute 2024
- SEO Fundamentals - SEMRUSH Academy 2024
- Advanced Google Analytics - Google Analytics Academy 2024

## SKILLS

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**Professional Skills:** Brand Strategy • Digital Strategy • Graphic Design • Content Writing • On-Page SEO • Sales & Marketing • Off-Page SEO • Content Planning • Marketing Automation • Video Editing • A/B Testing • Business Development

**Soft Skills:** Time Management • Problem Solving • Creative Thinking • Attention to Detail • Negotiation Skills • Strategic Planning • Stakeholder Management • Customer Relationship Management (CRM)

**Technical Skills:** Surfer SEO • Grammarly • Adobe Experience Manager (AEM) • Asana • Deep Crawl • Canva • Mailchimp • Google Search Console • Wordpress CMS • Microsoft Excel • Sitecore • Google Trends • YOAST SEO • Adobe Data Asset Management (DAM)

## ESSENTIAL CREDENTIALS

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- Student Visa -500 (Post Graduate Research Sector): Unrestricted (full) Work Rights till **11 Nov 2028**
- NSW Full Driver's License