

# IRFAN KHAN

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## SUMMARY

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Results-driven marketing and communication specialist with extensive expertise in SEO, SEM, social media marketing, and paid media campaigns. A proven track record of boosting engagement and traffic metrics through strategic content creation and digital marketing initiatives. Adept at exploiting tools like Google Analytics, SEMrush, HubSpot, and Adobe Creative Suite to drive significant revenue growth and brand awareness. Skilled in project management, team collaboration, and market research to deliver high-impact marketing solutions.

## EXPERIENCE

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### Marketing Coordinator

February 2024 - Present

*University of New South Wales*

- Boosted blog traffic by 35% within the first three months by implementing focused SEO and SEM strategies using Google Analytics and SEMrush.
- Accomplished a 50% increase in social media engagement by curating and posting high-quality, relevant content daily across platforms such as LinkedIn, Facebook, and Twitter.
- Streamlined content creation process, reducing turnaround time by 20% through effective project management using Asana and collaboration with writers, designers, and videographers.
- Guided a paid media campaign using Google Ads and Facebook Ads to achieve 3x increase in shares and a 25% rise in follower count over a two-month period.

### Marketing Executive

March 2023 - February 2024

*Writingpreneur Limited, United Kingdom*

- Generated leads and acquired 500 high-ticket clients over 12 months at Writingpreneur, employing digital marketing strategies and CRM tools like HubSpot.
- Developed brand awareness strategies for clients, leading to a 30% boost in engagement metrics across platforms, including blogs and social media.
- Led content marketing teams specializing in SEO, email marketing, blog writing, and web copy, driving a total revenue of \$5M for clients by addressing their needs and objectives.
- Curated impactful content for renowned clients like Clinic Mind and SEMrush, resulting in a 50% rise in website traffic.

### Marketing Manager

January 2022 - March 2023

*Hollyland, Hong Kong*

- Led product management and social media advertising initiatives, producing diverse content forms such as infographics, carousel posts, informational posts, and sales ads, driving 30% sales growth.
- Conducted extensive keyword research for blog articles using tools like Ubersuggest and Ahrefs, targeting high search volume and low competition keywords, and indexing 10+ articles per week.
- Leveraged SEO and paid social media marketing algorithms, achieving exceptional brand awareness across social media platforms, and over 300K new followers within 1.5 years.
- Monitored and leveraged user journeys on platforms like Quora and Reddit, resulting in a 100X increase in blog traffic.

### Digital Marketing Specialist

September 2018 - January 2022

*Arcler Education, Canada*

- Executed targeted email marketing campaigns using CRM tools, leading to a 25% increase in open rates and a 15% boost in book sales over six months.
- Managed and optimized paid advertising campaigns across Google Ads and social media platforms, driving a 30% reduction in cost-per-acquisition (CPA) and increasing overall return on ad spend (ROAS) by 40%.
- Developed and implemented a content marketing strategy that improved organic traffic by 35% and generated 20% more leads through educational blog posts, ebooks, and whitepapers.
- Utilized CRM insights to segment and personalize marketing communications, resulting in a 20% increase in customer retention and repeat purchases from the email list.

## Product Marketing Assistant

September 2014 - August 2018

*Alpha Solar, Pakistan*

- Executed targeted CRM campaigns to nurture leads and maintain customer relationships, contributing to a 15% increase in repeat business and customer satisfaction.
- Led performance marketing initiatives across multiple channels, including Google Ads and social media, resulting in a 20% increase in qualified leads and a 10% reduction in cost per lead (CPL).
- Developed and managed email marketing campaigns that achieved an average open rate of 25% and click-through rate of 5%, effectively driving traffic to landing pages and promotional offers.
- Optimized SEO strategies to improve website rankings for key solar industry search terms, resulting in a 30% increase in organic traffic and enhanced visibility in the competitive solar energy market.

## PROJECTS

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### Integrated Marketing Strategy

September 2023 - February 2024

*Clinic Mind*

- Increased social media followers by 50% and engagement by 40% through targeted content and influencer collaborations across platforms like Facebook, LinkedIn, and Instagram.
- Managed and optimized PPC campaigns on Google and Bing, achieving a 35% increase in click-through rates (CTR) and a 20% decrease in cost-per-click (CPC).
- Allocated and managed a marketing budget effectively, resulting in a 25% increase in ROI for marketing campaigns.
- Developed and executed a customer loyalty program through email marketing, increasing repeat purchases by 30%.

### Comprehensive Digital Marketing Campaign

March 2023 - October 2023

*KOALA AI*

- Developed and executed an SEO content strategy that resulted in a 60% increase in organic traffic within six months.
- Launched targeted paid media campaigns on Google Ads and Facebook, increasing qualified leads by 45% and reducing the cost per lead (CPL) by 30%.
- Designed and automated an email nurturing sequence that achieved a 35% open rate and a 20% conversion rate, significantly enhancing customer onboarding.
- Integrated CRM analytics to refine audience segmentation, resulting in a 25% increase in upsell opportunities.

## 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
- 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 • Asana • Deep Crawl • Canva • Mailchimp • Google Search Console • Wordpress CMS • Microsoft Excel • Sitecore • Drupal • Google Trends • YOST SEO • Microsoft Word • Adobe Indesign

## HOBBIES AND INTERESTS

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- Book reading
- Watching podcasts on personal development