





SHUJA KHAN

MARKETING & COMMUNICATIONS SPECIALIST

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WORK EXPERIENCE

CAREER CONSPECTUS

A digital marketer, brand evangelist & communication specialist with over 14 years of experience in Product Management, Brand Building, Digital Marketing, Content Marketing, Corporate Communications, & PR in the Media, Software, Government & IT Consulting industries.

- Generated global client revenue to the tune of \$2Mn with MQL
- Supported 120% sales achievement for FY21-22 Sales (\$2.4 Mn.)
- Handled projects worth \$200k for digital marketing & web development in the USA, Europe & South East Asia region.
- Developed a block-level plan of achieving 72% average man-days with an expenditure of INR 700+ Cr. in the National Rural Employment Guarantee Program for FY 18-19

Modus Operandi:

Product Marketing/Digital Marketing/ Events Planning PR / Website Enhancement: Digital Strategy » Ads Management » Leads Generation

AM- MARKETING & COMMUNICATIONS

Stellar Info Tech. Pvt. Ltd. | March 2021 - Dec 2022

- Over 60% increase in user engagement vis-a-vis clicks, visits & views
- Over 160% growth in annual USA organic website traffic for FY 22-23
- 100% lead generation supported by inbound marketing
- Helped sales team achieve 120% (\$2.4 Mn.) of FY 2021-22 targets (\$2 Mn.) with lead generation activities
- Growing more traffic to website with SEO optimized content like blogs, articles, e-books, KBs, case studies, newsletters & collaterals
- Digital, content marketing & PR activities for international business
- Handling and measuring Google AdWords and LinkedIn campaigns
- Identifying various trade shows worldwide and participating in them

CONTENT MARKETING SPECIALIST

Espire Infolabs Pvt. Ltd. | Dec 2018 - March 2021

- Generated \$ 1.3 Mn worth new orders as direct result of digital and content marketing activities in FY19-20
- Converted a growth of 40% more traffic to website with new blog section from scratch
- Increased social media following and clicks by over 200%



COMPETENCIES

- Marketing Strategy
- Digital Marketing
- Content Marketing
- Corporate Blogging
- Product Management
- PR and Communications
- SEO and Google Analytics
- SEM/SMM
- Corporate Communication
- Website Enhancements
- UI/UX Management
- Administration

CERTIFICATIONS



Google Analytics Certified
(GAIQ)



Content Marketing
Email Marketing



Digital Marketing
Certified by Simplilearn



Web Exp. Management 9
by Sitecore



Digital Marketing by Google

- Handling communications, digital marketing and PR activities
- Produced high quality content for marketing collaterals such as eBooks, newsletters, flyers and brochures
- Delivered SEO optimized content for website & marketing activities including campaigns, webinars, press releases, & e-mailers.
- End-to-end responsibility for blog ideation, production, publish & SEO

JOINT EXECUTIVE OFFICER

Government Of West Bengal | April 2017- Dec 2018

- Improved the performance of Khejuri-1 block in terms average days of employment per household from 46 to 72 in FY-2018-19 acting as the Joint Programme Officer for the MGNREGS scheme
- Handled & released a sum over the quantum of INR 1000+ Cr. for the block as a drawing and disbursing officer
- Completed construction of over 1173 new houses under BAY scheme in FY 2018-19, in contrast to 873 house built in FY 2017-18
- Revamped and restructured work in block primary health center and disease control as block nodal officer for health
- Supervised & improved the performance of Mid Day Meal, Bangla Aawas Yojana, Sabooj Sathi, Rupashree & Kanyashree schemes
- Successfully conducted the Panchayat General Elections 2018 as an Assistant Returning Officer
- Held the responsibility of representing district for handling media queries and preparing press releases
- Drafted daily letters, notices and memos
- Reply to RTIs as well as dissemination of IEC materials

ASSISTANT MANAGER- CORPORATE COMMUNICATIONS

TGS Websoft Pvt. Ltd. | August 2012 - March 2017

- Successfully managed & planned Vistar 2012 PR campaign for brand launch
- Executing digital marketing strategy including SEO/SMO/SMM/SEM/PPC, Google ad campaign, & email marketing marketing, social media campaigns for the company
- Leading creation, content development & production of internal newsletters, company's website, presentation templates, brochures, press releases and human resource communications
- Driving corporate communication initiatives for the company by streamlining internal & external communication processes
- Making wall posters, internal e-mailers, management messages targeted towards internal branding and communications support

PRODUCTION EXECUTIVE

Jan Sandesh Hindi News Channel | July 2010- July 2012

CO-FOUNDER

UVALIFE Welfare Society (NGO) | August 2008- July 2010

ACADEMIA

- **MBA- Marketing**
NMIMS. Mumbai | 2017
- **BA- English(Hons.)**
Delhi University | 2010
- **Broadcast Journalism & TV Production Diploma**
MassCoMedia | 2008
- **Senior Secondary School**
DPS Mathura Rd | 2006
- **High School**
IIS DAMMAM | 2004

AWARDS

- **Outstanding Employee**
TGS Websoft Pvt. Ltd.
- **Best Documentary Award**
First India International Youth Film Festival 2010
- **Best Director Award**
First Frame Int'l Student Film Festival 2008
- **V. Captain KSA U-17 Team**
Asia Cup 2004
- **School Topper Dammam**
Indian Embassy School

BIO

- **DOB**
January 20, 1988
- **ADDRESS**
Jamia Nagar, Okhla
New Delhi- 110025