

SOFIA KHAN

MARKETING FREELANCER



00971 50 853 2445



sofiakhan1@gmail.com



Dubai, United Arab Emirates

EDUCATION

BACHELOR OF SCIENCE (BSC.)

Purdue University USA
Graduated in May 2003
with Semester Honors

Major: Management
Minor: Marketing

Overall GPA: 3.4/4.0
Major GPA: 3.6/4.0



LinkedIn: <https://www.linkedin.com/in/sofia-khan-7965949>

Own visa sponsorship
Available immediately

PROFESSIONAL PROFILE

With my strong marketing and technical acumen, I empower businesses to build a high-level online presence across complete digital ecosystems and gain competitive advantage that translates into targeted conversions and revenue generation.

SKILLS

Marketing Management
Content Marketing
Project Management
Brand Development
Team Leadership
Financial Planning

COMPANIES

Dubai World Trade Centre
Dubai Cares
Education House Finland
dmg events
The Clean Rebel
International Conferences and Exhibitions LLC

BRANDS/EVENTS

Expo2020 Dubai
Gulfood
Gulfood Manufacturing
GITEX Global
Specialty Food Festival
Dignified Storytelling
Global Education and Training
Exhibition (GETEX)

CERTIFICATIONS

Google Analytics and Online Marketing Training

May 2018 – Dubai, in-person

Google Fundamentals of Digital Marketing

Dec 2020 – Dubai, online

Google Ads Search

Oct 2021 – Dubai, online

EXPERIENCE

MARKETING FREELANCER

SKM Marketing / Dubai / Mar 2020 – Present

- Managing brand portfolios and overseeing the complete lifecycle of events, both in-person and online, including planning, execution and reporting.
- Developing research-driven and data-informed marketing strategies for brands and supporting their implementation with quality multimedia content across all digital platforms, generating meaningful business results.

SOFIA KHAN

MARKETING FREELANCER

 00971 50 853 2445

 sofiakhan1@gmail.com

 Dubai, United Arab Emirates

INDUSTRIES

Meetings, Incentives,
Conferences and Exhibitions
(MICE)
Food & Hospitality
Education
Healthcare
Technology
Real Estate
Retail/E-Commerce
NGO/not-for-profit

EXPERIENCE - CONTINUED -

MARKETING MANAGER

Dubai World Trade Centre / Dubai / Nov 2014 – Feb 2020

- Developed high impact, multi-channel marketing strategies, continuously re-strategizing to adapt to changing market conditions, while growing year on year customer acquisition numbers.
- Led development of show brand value with high quality digital content, resulting in a launch show's Net Promoter Score (NPS) spiking from +20.6 in 2016 to +29.8 in 2018, exceeding industry benchmarks.
- Through intuitive and carefully executed multilingual digital campaigns, with agency support, reduced cost per visitor acquisition (CPA) on selected channels from US\$ 68 to US\$ 15 within a period of 2 years.
- Increased footfall from less accessible markets such as Turkey, South Africa and Saudi Arabia by as high as 900%, largely with customized high-engagement content, granular geographical targeting and digital optimizations.
- Leveraged the power of digital media to drive conversions, with a granular focus on industry, market, region and other CRM-based segmentation strategies, complete with real time data analytics and Power BI reporting.

MARKETING MANAGER

International Conferences and Exhibitions / Dubai / Aug 2012 - Nov 2014

- Managed digital and print campaigns including paid, owned and earned, developing content strategy, with a focus on micro content pillars and thought leadership.
- Created high impact social media campaigns, introducing creative video assets with high engagement across organic and sponsored posts. Social engagement rates on popular posts rose by as much as 1200% year on year during comparable/peak campaign.
- Managed international and local agency/vendor SLAs to deliver campaigns successfully.

INTERESTS

Travel
Technology
Reading
Playing violin
Learning new skills

REFERENCES

MARK NAPIER

VP - Portfolio Growth Food &
Hospitality
Dubai World Trade Centre

ANSELM GODINHO

Managing Director
International Conferences &
Exhibitions LLC

Contact details upon request