SHAJIA KHAN

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PROFESSIONAL SUMMARY

Innovative leader with a talent for driving continuous improvement and impactful solutions across digital marketing and e-commerce operations.

➢ Led/Managed marketing projects and programs for more than 5 Years

➢ Certification of Project Management from Google and Project Leadership from Cornel University

➢ Certified in Agile with Atlassian Jira

➢ Certified in Google Ads, Amazon Sponsored Ads, Amazon DSP, and Shopify.

PROFESSIONAL EXPERIENCE

FREELANCE, TORONTO, DEC 2022 -PRESENT
PROJECT MANAGER

Project manage:
- Manage the planning, execution, budget, and delivery of digital projects.
- Create work breakdown structures.
- Assign and monitor Jira tickets and project progress.

Design:
- Follow the layout in Figma and communicate that with the developer so that the design and functionality remain as the clients requested.
- Create creative briefs for designers and developers using Canva.
- Create brand guides so that the color, font, and verbiage may reflect the brand identity.

Leadership and communication:
- Lead daily standups.
- Weekly stakeholder meetings.
- Maintain clients' expectations and build client relations.

Completed Projects:
- Packaged a custom-made software for the mass market.
- Three websites (WordPress and Wix)
- Employment application
- Digitize new hire process
- Digital Dashboard for brokers
- Email marketing framework for lead generation (Mailchimp)

PHD MEDIA, TORONTO, FEB 2022- DEC 2022
ASSOCIATE DIRECTOR SEARCH AND ECOMMERCE

Planning:
- Collaborated with external vendors (e.g., Amazon, Criteo, Instacart) and advised clients on budget allocation by campaign type and platform.
- Created campaign proposals outlining scope, flight (the time a campaign is live), timeline, and budget.

- Created Blocking Charts detailing campaign types, respective flights and KPIs, and expected campaign outcomes based on those KPIs.

- Created Work Breakdown Structure and Work Back Schedule based on the campaign expectations.
- Assigned tasks to the respective team members, monitored progress and shared progress reports with the clients.

Relationship Management:
- Led weekly, bi-weekly, and monthly eCommerce connect with clients.
- Led all the eCommerce-related internal communication of the accounts assigned.
- Worked as the point of contact for Vendors like Amazon, Walmart, Criteo and Flipp
- Worked as the point of contact regarding eCommerce-related budgets and invoices for the planning and accounting team.

Team Management:
- Supervised a team of 4 eCommerce marketers.
- Compiled monthly reports and presented the reports to the clients as a team.
- Trained new hires.

Reporting:
- Explored multiple reporting options with Power BI and Tableau
- Co-ordinated with the client and a team of analysts and made the monthly report more automated
- Track and report SOV (share of voice) through Pacvue
- Tracked inventory from the client's Vendor Central and added/paused products from campaigns.
- Gathered reports from vendor-managed campaigns (via Amazon DSP team or Walmart Connect) and ensure that campaigns are meeting their targeted KPIs

DANECREEK CAPITAL, MISSISSAUGA, ON, 2020-2022
ECOMMERCE MANAGER

Managing eCommerce marketing and operations for three newly acquired brands.

E-commerce:
- Project managed to transfer an Open Cart site to the Shopify platform. Worked with designers, developers, customer service, and warehouse to smoothly transition site contents, customer data, and order history.
- Audited each brand and created an eCommerce roadmap to enhance their respective online platforms.
- Day-to-day management of 3 eCommerce sites.
- Prepare weekly eCommerce reports.

Operations:
- Managed inventory for eCommerce sites and Amazon Seller Central.
- Integrated Shopify sites with a 3PL warehouse to ensure a cost-effective and faster delivery to US customers.
- Supervised EDI integration.
- Opened a new sales channel with Chewy.com.
- Work with customer service navigating the ticketing system at Seller Central (for Amazon) and Zendesk (for Shopify)
- Made the shipping and handling more automated.

Marketing:
- Managing PPC campaigns on Google and Amazon. Have reduced the ACOS by 83% within the first 3 months.
- Liaised with the marketing team to write product descriptions, bullets, A+ pages (Amazon) and to create product videos. Increased sales by 30% at a 20% reduced advertising cost.
- Managed deals, discounts, coupons, and email marketing campaigns.

MEDIFLOW, INC., MARKHAM, ON, 2018 TO 2020
DIRECTOR OF SALES AND MARKETING

Overseen all aspects of sales and marketing strategies spanning e-commerce (Amazon, Walmart, Wayfair Shopify), international distributors, and brick & mortar stores (Wellwise, Bed Bath and Beyond, etc.).

E-Commerce:
- Project managed building a distributor portal – resulting in automated order processing and shipping. Reduced 15% operation hours.
- Maintained Mediflow's Shopify and WooCommerce sites – built custom landing pages, updated product data, ran promotions, and managed apps.
- Managed PPC Advertisement for Amazon USA, Canada, UK, France, and Germany.

Marketing & Content Creation:
- Proposed, developed, and implemented integrated marketing campaigns across Shopify, Amazon, and traditional mail marketing.
- Improved brand reach and engagement by revamping the overall brand identity within the existing market and analyzing and optimizing social media strategies.
- Created a 'Go to Marketing plan'. Earned recognition for launching a new product that achieved the status of the company's second most popular product within one year.

Data Analysis & Reporting:
- Created sales reports collecting data from E-Commerce sites and Amazon.
- Monitored and optimized content by reviewing user interaction KPIs from Google Analytics, Amazon Store Insights, and Amazon Retail Analytics.
- Presented data with Google Data Studio.

GEEKSPEAK COMMERCE, WHITBY, ON, 2016 TO 2019
SEARCH ENGINE MARKETING MANAGER

- Designed, maintained, and optimized all aspects of advertising campaigns for the company and its clients on platforms that include Google AdWords, Facebook, LinkedIn, and Amazon. The client portfolio included Honeywell, Bang and Olufsen, and Royal Heritage Home.
- Conceptualized and created project strategy documents as well as presented documents to both
- Generated reports and analyzed traffic using Google Data Studio, Google Analytics, and Tend.
- Compiled project progress through communication with team members.
- Organized and produced monthly reports to present to clients.
- Created companywide standard KPIs for campaign performance and established reporting format.
- Generated 400% business growth within the first year through effective partnerships with the sales team.

SUNWING TRAVEL GROUP, TORONTO, ON, 2011 TO 2014
SEM SPECIALIST
- Produced weekly reports on AdWords and BingAds for PPC campaigns across all brands.
- Audited sites through Google Analytics to enhance SEO for one of Canada's largest tour operators.
- Observed ROI for third-party online advertisements through Google Analytics and Fireclick.
- Supervised social media sites through Facebook Insight, Brandify, Sysomos, and Google Analytics.
- Chaired AdWords and BingAds accounts, creating PPC for search, display, YouTube, and mobile with a monthly budget of half a million dollars.
- Elevated and optimized landing pages.

EDUCATION AND CREDENTIALS

POSTGRADUATE DIPLOMA IN TECHNICAL COMMUNICATION, 2010

Seneca College, Toronto, Ontario, Canada

MASTER OF ARTS IN APPLIED LINGUISTICS, 2005

Carleton University, Ottawa, Ontario, Canada
BACHELOR OF ARTS IN EGLISH, 2002

Dhaka university, Dhaka, Bangladesh

CERTIFICATIONS

- Certification in Project Management by Google
- Certification in Project Leadership, Cornell University, Ithaca, NY, US, 2016
- Google AdWords, Google Analytics, Amazon Sponsored Product, Amazon DSP
- HubSpot Content Marketing, Email Marketing
- Shopify Store Operations Fundamentals, Designing for Conversion (for UX design)

References available upon request