



RIZWAN KHAN

Advertising Professional



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PROFILE SUMMARY

My professional experience within the field has helped me develop a strong work ethic, an eye for detail and a keen mind to learn and adapt in a fast-paced environment. I'm now looking at utilizing my experience to take up higher professional challenges in allied profiles which will help me grow as a more rounded professional.

EDUCATION

CDMP: Certified Digital Marketing Professional (DMI) 2023

Certificate in Graphic Design Arena Multimedia, 2009

Bachelor of Mass Media (Advertising) Mumbai University, 2009

SKILLS

ACCOUNT MANAGEMENT

BRAND OPERATIONS

PROJECT MANAGEMENT

SECONDARY RESEARCH

COMPETITOR ANALYSIS

TOOLS

MS OFFICE

ILLUSTRATOR

PHOTOSHOP

CANVA

WP-ELEMENTOR

NOTABLE CAREER TIMELINE



KEY BRANDS SERVED



DETAILED WORK EXPERIENCE

DERBY GROUP OF COMPANIES - CREDIT OFFICER

Process: ADCB, ENBD

- Review services or credit contracts and work with customers on all issues. Complaint documentation & resolution Weekly update to Team Leader Credit & Collections
- Constantly communicating with the customers with regards to invoice payment; To review all terms of collection
- Contacting customers and resolving account queries with order departments and Liaising with the Financial Management Services Department in relation to a reconciliation of customer payment queries.

JUL 2022
TO
PRESENT

TIMES PROFESSIONAL LEARNING - PRODUCT MANAGER

TSW - The second wind: Executive Education Division

- Project & task management for accuracy & timely delivery.
- Working with a cross-functional team viz. marketing, sales & creative for collaterals development
- Digital collaterals creation, management & delivery (brochures, social media, website, mailers, landing pages etc.)

DEC
2021
TO
APRIL
2022

ANOTHER IDEA - ACCOUNT MANAGER

Clients: Kolkata - Jain Group, Merlin group, Hyderabad: Cybercity, Aurobindo realty

- Undertaking the entire communication process from brief to delivery.
- Work on project launches providing ideas and executions to clients being serviced
- Gradually gather category understanding to provide better brand solutions.
- Handling Branding and communication requirements from Hyderabad and Kolkata regions

APRIL
2021
TO
OCTOBER
2021

CREATIVE COHORT - DIRECTOR: BRAND SERVICES

Clients: SBI General Insurance, Tata Communications, Weichai

- Handling Corporate Communication projects from brief to delivery.
- Supporting Marketing team with creative design solutions in print and digital.

APRIL
2019
TO
MARCH
2021

VENTURES ADVERTISING - ACCOUNT MANAGER

Clients: TOTO, Mangalyam meadows, Chennai smart city, Karnataka tourism

- Undertaking the entire communication process from brief to delivery.
- Work on project launches providing ideas and executions to clients being serviced
- Gradually gather category understanding to provide better brand solutions.

OCTOBER
2018
TO
DECEMBER
2018

THINK CREATIVE - MANAGER: BRAND SERVICES

Clients: Mahindra & Mahindra Group, Tata Capital, Tata Sky, Hershey's/Soffit etc.

- Deliver problem-solving and insightful strategies to client business problems
- Designing & executing Employee Event programs, marketing and communication campaigns
- Research for client businesses and competition to gain market & industry knowledge
- Data monitoring and monthly review presentations with client business heads
- Develop client relationships and build business relationships with existing clients.

**AUGUST
2016
TO
MAY
2018**

TBWA - ACCOUNT SUPERVISOR

Clients: Nissan, Datsun Go+, Singapore Airlines, Peninsula Land LTD.

- Be the voice of the agency on the Client-facing front & lead the team on daily operational tasks
- Liaison with internal teams to ensure smooth functioning of projects and campaigns
- Deliver insights on client's businesses w.r.t. competition and report on market trends
- Regular monitoring and reporting of campaign effectiveness.

**OCTOBER
2014
TO
JANUARY
2016**

IMPRINTS INC - ASST. MARKETING EXECUTIVE

- supporting client marketing teams to offer best-in-class solutions on corporate giftings
- Ensure complete business lifecycle from customer acquisition to retention
- Collateral development for product awareness
- Cross-sell and Upsell to existing businesses along with New Business Development.

**JANUARY
2014
TO
SEPTEMBER
2014**

OGILVY & MATHER - SR. ACCOUNT EXECUTIVE

Clients: Hindustan Unilever -Pond's

- Deliver operational excellence on HUL Pond's businesses by Handling daily client requirements
- Handle 360 campaigns: & collateral development at the operational level to ensure timely deliveries.
- Research: Concept development for qualitative researches Competition tracking, financial auditing, maintaining client relationships & internal stakeholders.

**DECEMBER
2010
TO
DECEMBER
2013**