

# MAJID KHAN, M B A , B . S C

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## MARKETING PROFESSIONAL

With extensive strategy and marketing experience helping organizations solve business problems. Demonstrated ability in creating successful brands and increasing revenues and profits in retail and online environments by increasing –

- number of customers
- sales \$ / customer
- customer loyalty ( retention)

Successful track record in:

- Strategic Branding
- Business Development
- Market Research
- Change Management
- Strategic Planning
- Product Development
- Business Analysis
- Project Management
- Digital Strategy
- Process Improvement
- Web Analytics
- CRM / Data Mining

Established track record of developing and implementing B2C & B2B marketing and sales strategies that impact the business quickly while consistently meeting or exceeding short term / long term objectives. Persuasive communicator with strong interpersonal skills with a solutions-focused style and a focus on teamwork that builds long-term business relationships with clients, partners and colleagues.

## EDUCATION

MBA – RICHARD IVEY SCHOOL OF BUSINESS	2006
B.Sc. ECONOMICS & BUSINESS – TEXAS A&M UNIVERSITY	1998

## PROFESSIONAL EXPERIENCE

APPLE AUTO GLASS / SPEEDY GLASS DIV. OF BELRON CANADA (CONSUMER SERVICES – NATIONAL FRANCHISE & CORPORATE STORE NETWORK)	2008 – 2010
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### BRAND MANAGER

- Managed marketing and branding strategy for network of over 300 stores. Developed and implemented online and offline marketing and communication initiatives which increased national sales by 9 % in 2008 and 5% in 2009.
- Directed Digital Strategy (including SEO/SEM, web analytics [Google Analytics / Adwords] to develop web marketing as an integral part of the overall marketing strategy. Working with a global IT team and external vendors optimized online channels to increase ROI and marketing efficiency. Initiatives increased Google ranking to #1, website traffic by over 30% and generated over \$ 4 Million in additional business.
- Initiated business process improvements (such as marketing kit and intranet site to share best practices) which improved advertising and marketing efficiencies while improving franchisee participation rate in marketing activities to over 90%. Updated marketing strategy with new advertising (TV, radio, print, direct marketing and online) increased brand awareness to over 35% market share on a national basis.
- Rebranded the network with a retail focused strategy to attract new customers. Enhanced the in-store experience to reflect the brand promise with an emphasis on customer service. Supported by a consumer promotion program, increased same store sales by 3% during campaign period.
- Championed change management to support rebranding strategy. Facilitated / conducted information sessions /workshops to communicate new initiatives and get buy-in. Introduced benchmarking program to support the process. Program scheduled to be completed by 2011 with 50% of franchisee network already rebranded.
- Initiated GPS program to make Canada wide store locations and details accessible by all major GPS devices, smart phones and Google maps.
- Managed CRM initiatives to ensure high customer satisfaction levels and support business transformation process