

# Belal Khan (@khanb1)

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## Marketing Strategy | Social Media

Mr. Khan is a focused and strategically minded individual who is apt to achieve goals and objectives. His formal university education along with additional training in areas of social media, video production and marketing strategy has enabled him to increase the bottom line of companies he's worked with.

For a summary of my social media experience, see addendum page 3.

Areas of expertise are:

- Social Media
- Strategic Planning
- Team Training & Development
- Content Development / Management
- Video Production / Post Production
- Graphic Design

## Professional Experience

### **Esultancy**

*Account Executive*

New York, NY

**01/2010 – 08/2010**

- Sought and developed marketing and social media projects to serve clients.
- Monitored keywords and web analytics to meet marketing and sales goals for clients.
- Maintained client accounts and relationships, effectively growing business revenue by two hundred percent.

### **AlMaghrib Institute**

*Social Media Coordinator*

Ottawa, CA, Ontario

**06/2008 – 01/2010**

- Developed, executed and monitored an eighteen month long social media and search engine marketing campaign making AlMaghrib the number one provider in its market.
- Brought exposure to online media reaching over half a million views in target market via keywords and social media tactics.
- Produced mini-documentary series in eighteen days from start to finish for YouTube resulting in selling out of annual event the following year thirty days ahead of schedule.
- Produced twelve commercials that successfully aired on satellite TV resulting in fifty percent increase in seminar attendance in UK cities.

### **Leechon Inc**

*Trainer*

Paramus, NJ

**04/2008 – 06/2008**

- Developed presentations to train people in, social media marketing processes and online marketing strategy development.
- Successfully launched a completely automated employee training system in sixty days bringing in six thousand dollars of extra revenue for that month.

### **2020 Companies**

*Sales*

Maywood, NJ

**05/2007 – 11/2007**

- Coordinated door to door sales for Verizon FiOS throughout New Jersey
- Manage my own sales team

### **Medina Group**

*Creative Director*

Clifton, NJ

**05/2006 – 11/2006**

- Coordinated production of commercials and DVDs for clients.
- Successfully trained and managed a team of graphic artists to make ads for catalogs, magazines, newspapers and bus stops.

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## **Education & Training**

**B.S., Business Administration with a Concentration in Marketing**  
Montclair State University

Montclair, NJ  
**2003 - 2010**

**DiscoverU (Life Coaching Certification)**

Toronto, ON, Canada  
**2009**

**Social Media Marketing & Business Coaching**

StomperNet.com  
**01/2008 – 06/2008**

## **Community Activities**

***Producer of Marketing & Distribution for ICNA (Islamic Circle of North America)-NY***

*NY, New York 7/2010 – 8/2010*

Coordinated production and distribution of social media video content for ICNA New York's "Back2School Giveaway" where volunteers from nine locations within New York City gave away school bags to children of under-privileged communities.

***Youth Coordinator – Young Muslims of North America-NJ***

*Teaneck, NJ 1/2005 – 12/2006*

Organized youth efforts in community service and events for the local community as well as coordinated efforts with other local organizations to organize soup kitchens, basketball tournaments and outings.

***Lead Web & Graphic Designer***

*Montclair, NJ 1/2004 – 5/2005*

Team leader for development and online marketing of Montclair State University Muslim Students' Association website. Responsible for all functions from design through deployment and maintenance.

*\*References: Available Upon Request*

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## Summary of Social Media Experience

### **Personal**

I've been blogging since 2006 and I've also been making videos and sharing them online since the inception of Google video and YouTube. I've also been on Facebook since it's exclusive college days.

### **Theorum**

An interactive online marketing and data analytics company based out of Chatam, NJ. Some of my former classmates and I were put in touch with them via my marketing strategy professor from college to consult them on the launch of Creatives on Tap software. Our approach was totally SEM where we used a three week campaign that was monitored via Google Analytics.

### **AlMaghrib.org**

I started with making videos to promote their Islamic science seminars. Moved on toward building a relationship with the target audience by setting up targeted blogs and video pod casts via iTunes and collaborative YouTube accounts as well as getting key people within specific geographic regions to share the content on their profiles to get maximum coverage. I also made heavy use of Facebook pages to use the instructor's personalities to engage the target market.

In all the tools used, I've paid close attention to the background data of where people are coming from, what content they're consuming and how they're responding to it. My activity with AlMaghrib has resulted in me growing my own personal friends base to over 2700 people. That combined with all the email contacts I've collected personally in engaging the target market I have access to close to 6000 people (email + Facebook) which I still continually engage today.

All traffic and goals tracking was done using Google Analytics and the Insights metrics provided via Facebook, YouTube and Blip.tv

### **Bayyinah.com**

This company focuses on conducting seminars on Arabic Language and has a strategic partnership with AlMaghrib (see above). I leveraged the social capital I had with AlMaghrib to bring exposure to their new line of weekend seminars. I put heavy emphasis on using YouTube to drive traffic to the website and build an email contact database.

After launching a few 1+ hour long lectures produced in a cinematic fashion and paying close attention to keywords that people were searching for, we garnered over 30,000 views (today it has close to 60,000 views) and over 3000 email addresses which resulted in sold out seminars for the year of 2009.

### **MessageMastery.com**

This is an online training system that I launched in 2008. I put heavy emphasis on using YouTube and Facebook to leverage the social capital I had garnered via my marketing work with AlMaghrib. This started with a series of videos that were uploaded to YouTube and Facebook to drive traffic. Result was close to six thousand dollars in sales in less than four weeks for the course as well as building more social capital with the people.

### **AbdullahPuppet.com**

An Islamic kids show geared towards Muslims in North America. The objective is the launch a pilot project that could yield as an investment property. We focused our efforts towards garnering email addresses and social capital through engagement of the target market using SEM and social media. This project is still in the introduction stage of the product life cycle and we're using social media to educate and expose the market to this initiative. But using social marketing efforts, in the first week of our launch of our first episode, we were able to get around 1,100 email opt-ins.