



RAY KHAN

Consultant · Project Coordinator
Branding, Digital, Marketing & Strategy

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**This resume is
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EXPERIENCE

MANAGER, DIGITAL MARKETING & BRANDING STRATEGY PATIO INTERACTIVE / December 2016 - PRESENT

- Worked with clients independently on a range of creative and online deployment projects ranging up to five-figure projects, including clients from technology companies, health organizations, music artists, concerts and conferences for creative projects including web design, branding, advertising campaigns and event management.
- Developed project schedules & invoicing according to clients' needs, constraints, budget & requirements allowing for better execution, comprehensive project understanding and surpassed expectations.
- Constantly researching & implementing new design techniques, technologies and client management methodologies/tools to maintain high deliverable standards.

PROJECT COORDINATOR

I-CUBE, CAMPUS-LINKED ACCELERATOR / Aug. 2014 - May 2016

- Organized several key events including networking sessions, workshops, conferences and hackathons to stimulate the community, generate interests and bring in applicants from the Peel region resulting in 30+ applicants per annum.
- Coordinated graphic design, marketing plans and online strategy to maximize engagement while operating with a minimal budget.
- Developed relationships with campus groups, legal firms, technical consultants & experienced entrepreneurship to expand reach, influence and bring in in-kind services & mentorship for every cohort.
- Curated and maintained community engagement through both social media and all outreach initiatives as a brand ambassador.

PROJECT MANAGER · PRESIDENT

ICCIT COUNCIL / April 2013 - MAY 2016

- Successfully managed a multi-versatile team of 15+ project coordinators to increase output by over 346% in core mission; adjusted human and financial resources to further diversify portfolio with corporate social responsibility, engaging events and branding initiatives.
- Coordinated over 45 events & initiatives per year with full responsibility on budgeting, scope, expectations and strategy with a diverse range of academic, professional & industry partners.
- Maintained relationships with partners, clients and vendors to create meaningful and valuable relationships to leverage in the long-term.
- Managed and maintained direct oversight in marketing materials, design scope & scheme, PR, social strategy, video production, vendor & stakeholder management, tracking deliverables & business strategy.

EDUCATION

PROJECT MANAGEMENT FOUNDATIONS

University of Toronto, Sept. 2016 - December 2016

Scope Management · Project Planning · Risk Analysis · Team Communication · Procurement Management · Leadership Skills
Human Resource Management · Time Management

DIGITAL MARKETING FOUNDATIONS

RED Academy, Sept. 2016 - December 2016

SEO · SEM · Inbound Marketing · Google Analytics · Google Adwords · Email Marketing · Social Media Analytics & Strategy
Community Management & Content Creation

DIGITAL ENTERPRISE MANAGEMENT SPECIALIST, HONOURS BACHELORS OF ARTS

University of Toronto, Sept. 2011 - June 2016

Project Management · Marketing Information Products & Services
Performance Assessment · Data Analysis · Advanced Legal Issues
Economics & The Digital Firm · Technological Entrepreneurship

DIGITAL MEDIA SKILLS CERTIFICATE

Sheridan College, Sept. 2012 - June 2016

Intermediate Graphic Design · Video Editing · Game Design Theory
Online Marketing Strategies · Advanced Web Design
Online Advertising & Marketing · Interactive Storytelling

**CLICK HERE TO
SEE PORTFOLIO**

PROFESSIONAL SKILLS

- | | |
|-------------------------------|--|
| 01 PRESENTATION SKILLS | SOCIAL MEDIA |
| SOCIAL MEDIA | MAILCHIMP |
| COPYWRITING | WORDPRESS |
| PROJECT MANAGEMENT | EVENT MANAGEMENT |
| PUBLIC SPEAKING | BUSINESS STRATEGY |
| INDESIGN/PRINT DESIGN | DIGITAL MARKETING, SEO |
| VIDEO EDITING | ADWORDS CERTIFIED |
| PHOTOSHOP/ILLUSTRATOR | TEAM LEADERSHIP |
| WEB DESIGN (HTML & CSS) | ENTREPRENEURSHIP |
| 02 KNOWLEDGE | EMERGING TECHNOLOGY MARKET |
| | DESIGN & CREATIVE TRENDS |
| | MARKETING TOOLS & CONVENTIONS |
| | DIGITAL ENTERTAINMENT INDUSTRY |
| | INNOVATION & ENTREPRENEURSHIP |

CLIENT PORTFOLIO

University of Toronto · Ranomics · MaRS Discovery District
XBOX/Microsoft · United States Consulate · Deloitte Digital
IBM · Ubisoft · Universal Music Canada

EVENTS ATTENDED · PROFESSIONAL DEVELOPMENT

- Future, Innovation, Technology, Creativity (FITC) 2014, 2015, 2016, 2017
- RGD Design Thinkers 2015
- Young Entrepreneurs Conference (YEC) 2013, 2014, 2015, 2016, 2017
- FITC Web Unleashed 2015, 2016
- National Business & Technology Conference 2013, 2014

AWARDS



The Spoke Club Honorary Membership

Awarded to individuals who have demonstrated outstanding contributions to the art, media and entertainment industry.



ICCIT Director's Leadership Award

Awarded to individuals who exhibit exemplary contributions to the media, communications, entrepreneurship and technology community in the form of initiatives such as outstanding networking events, industry conferences, skill testing competitions and career-building programs.

PERSONAL SKILLS



ADAPTABLE



RESPONSIVE



INITIATIVE



LEADERSHIP
(CLICK TO SEE TALK)



CREATIVE STRATEGY



RESOURCEFUL

INTERESTS

- | | |
|-------------------------|------------------------|
| VIRTUAL REALITY | INVESTING |
| EMERGING MARKETS | MOBILE TECHNOLOGY |
| CREATIVE INNOVATION | LEADERSHIP DEVELOPMENT |
| ARTIFICIAL INTELLIGENCE | DESIGN METHODS |