




Mohd Noumaan Khan

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Expertise

- MarTech
- Digital Products Management
- Data-driven Approach
- Project Management
- Decision Making
- Problem Solving
- Result Oriented

Tech Skills

- Digital Transformation
- Data Analytics
- UI/UX
- Performance optimization
- Digital Brand Management
- Agile Methodologies
- Web and App Development

Education

Jamia Hamdard, Delhi, India
B.tech (IT), Computer Science
2011 - 2015
7.14 CGPA

WHY ME!

- A savvy marketing technology (MarTech) expert with 9+ years of experience and a proven track record of delivering successful and innovative digital products, managing ROI-driven digital campaigns, and introducing new digital revenue streams.
- Skilled in digital product management, trend analysis, performance optimization, and developing innovative growth strategies to enhance customer experience and client satisfaction across multiple channels

Quick Facts

9+
Years Of
Experience

150+
MarTech
Projects

100+
Digital
Products

300+
Successful
Campaigns



Achievements

- Contributing towards uplifting marketing standards in Oman through digital transformation, Innovation and automation.
- Collaborated with major brands like **Khazaen Economic City, Oman Air, Omantel, Salalah Mills, A'safwah Dairy, Transom Catering, and Oman Food & Investment Holding Co**, and more, to deliver successful and innovative digital solutions/ Products and results
- Led the development of the digital product for Sky Catering, a food tech concept in collaboration with **Oman Air, Omantel, and Transom Catering**



PROFESSIONAL BACKGROUND

Digital Transformation Advisor (Feb 2022 - Present)

Gate10 LLC, Muscat, Oman

Managing full digital transformation to privately driven clients and fast-growing start-ups and scale-ups. Digital product/ solution management and development, Application development, web and mobile app development, Digital marketing and strategies.

Supervisor, Digital Stream (Sep 2020 - Jan 2022)

Gate10 LLC, Muscat, Oman

Develop and execute comprehensive digital marketing and advertising strategies, including budget distribution, media buying and selling, and implementation of marketing tools. Lead social media team and optimize website and mobile applications. Expertise in conversion rate optimization and executing campaigns across all platforms and mediums, including PPC, video, email, social media, display, and lead generation.

Other Skills

- Team Leadership
- Communication
- Client Servicing
- Brain Storming
- Corporate Relations
- Account Management
- Project Management

Experience

- India
- United Arab Emirates
- Oman

PROFESSIONAL BACKGROUND

● **Digital Marketing Specialist (April 2019 - Aug 2020)**

Neomeric, Muscat, Oman

Account manager and digital strategist responsible for client servicing, web optimization, and lead generation campaigns. Coordinates with design and development teams for website and product development. Expertise in pay-per-click advertising.

● **Digital Marketing Executive (Oct 2017 - Jan 2019)**

Burjeel Hospital for Advanced Surgery, Dubai

Overseeing the digital presence and ensuring brand consistency across multiple platforms. Developing and implementing effective digital marketing campaigns. Expertise in website user interface and user experience optimization, including in-depth analysis of performance metrics.

● **Software Engineer (June 2015 - Sep 2017)**

NetProphets Cyberworks Pvt. Ltd, Noida, India

Upon graduating from university, I began my career as a software engineer, where I honed my skills in web application development and gained practical experience in product development and launch, leveraging various digital platforms to promote successful go-to-market strategies.

Education

● **Bachelors of Technology, CS**

Jamia Hamdard University, Delhi, India
(2011 - 2015)

Experience

