

# Sheeka Khan

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## Marketing Communications Manager

- Nationally award-winning marcom professional with 13 years of experience leading corporate marketing and internal communications for multimillion-dollar companies across diverse industries.
  - Respected leader of creative teams, multimedia divisions and corporate communications departments. Conceptualise and orchestrate marketing campaigns that effectively reinforce and build brand images.
  - Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response rates and execute successful product launches.
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### Skills

- Marketing Strategies & Campaigns
  - Corporate Communications
  - Creative Team Leadership
  - Product Positioning & Branding
  - Web & Print Content Development
  - Focus Group & Market Research
  - Development of Training Materials
  - Sales Collateral & Support
  - Public & Media Relations
  - New Product Launch
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### Recent Awards

**Award of Excellence for Outstanding Advertising** (ABC Co "Road Warrior" campaign), 2008  
**Gold Award for Outstanding Advertising** (ABC Co "Open Road" direct mail campaign), 2008  
**Award of Excellence for Outstanding Advertising** (ABC Co "Automotive Drive" campaign), 2006  
**Action Award for Outstanding Advertising** (ABC Co "Hit the High Road" campaign), 2005

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### Professional Experience

**ABC COMPANY, Sometown, NY** – Multimillion-dollar company selling automotive supplies and parts  
**Marketing Communications Manager**, 5/2003 to Present

Manage corporate marketing and communications functions, overseeing a \$2.3M budget and 8-member team. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

#### **Selected Accomplishments:**

- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns that propelled sales from \$3.2M (2003) to a projected \$9.5M by 2008 year-end.
- Led market launch of 21 new products. Identified opportunities, researched new product possibilities, collaborated with engineering team and created campaigns generating \$2.6M in annual sales.
- Created web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tool for field reps.
- Wrote catalogs, course guides and training brochures that enhanced the sales reps' understanding of complex product features and helped them sell more effectively.
- Performed ongoing customer/market research and demographic profiling to identify and capitalise on unmet market needs ahead of the curve.
- Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals.
- Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year an average of 15% under-budget (without compromising business growth goals).

**DEF COMPANY, Example City** – *Full-service advertising, marketing and PR agency*

**Marketing Supervisor**, 2/2000 to 5/2003

Developed marketing programs for a variety of business-to-business clients. Used an integrated approach to create balanced programs for clients to build their respective brands and businesses.

**Selected Accomplishments:**

- Expanded client base by 78% in three years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction.
  - Closed new accounts as a member of business-development team, including a \$1.5M win with Action Company and a \$1.2M win with JFK Corp.
  - Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services.
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**GHI COMPANY, Example City** – *Leading advertising, direct marketing and communications agency*

**Creative Director**, 1/1998 to 2/2000

**Manager, Creative Services**, 8/1996 to 1/1998

**Copywriter**, 6/1995 to 8/1996

Advanced through a series of promotions, culminating in oversight of group copy division and 6-member creative team. Created concept and copy for journal ads, direct mail campaigns and sales collateral for diverse clients and projects.

**Selected Accomplishments:**

- Served as primary copywriter on advertising campaigns for multimillion-dollar accounts and successful product launches.
  - Assumed a lead role in pitch team meetings due to strengths in presentation and negotiation skills, and helped close major accounts (\$500K to \$1M+ initial contracts).
  - Generated campaign response-rates of between 6% and 8% (up to 4 times the industry average).
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## Technology

**Software:** QuarkXPress, Photoshop, ImageReady, MS Project, Crystal Reports, MS Office (Word, Access, Excel, PowerPoint)

**Web/Multimedia:** ColdFusion, Flash, Dreamweaver, Fireworks, EMC Documentum, Visual SourceSafe, Search Optimisation, Web Server Administration, Content Management Systems

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## Education

**ABC UNIVERSITY, Example City**

**Bachelor of Science, 5/1995**

- Major: Communications
  - Minor: English
  - Graduated with high honors
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