

Mohsin Hayat Khan

Marketing and Engagement Specialist

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EXPERIENCE

Assistant Marketing Manager

JLL - Cockburn Gateway Shopping City

📅 2021 - To Date

Successfully contributing to the growth of income and value of one of the biggest regional shopping centres in Western Australia through the delivery and measurement of effective sales and traffic-driving initiatives, my responsibilities include:

- Providing an integrated and strategic approach to the assets marketing management plan to increase traffic and sales.

- o *Increased centre traffic and dwell time by 4.2% and 12 minutes by implementing engaging and hyperlocal campaigns.*

- o *Speciality stores sales increased by 2% over a period of 3 months through influencer engagement, PR, and other promotional activities.*

- Build and maintain relationships with all stakeholders (retailers, community partners, agencies, contractors and local council)
- Assisting the line manager with budget forecasting, reporting and reconciling.
- Managing digital platforms, briefing agencies and preparing marketing content.

- o *Increased digital engagement on Facebook and Instagram by 6% over 2 months.*

- o *Spearheading the digital transformation project for Perron Group shopping centres that includes back-end automations, audience segmentation, creating efficiencies, etc.*

- Leading and implementing a diverse range of innovation campaigns.
 - Ensuring all brandmark and guidelines are accurately represented at every touchpoint.
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EDUCATION

Master of Marketing & Innovation Management

Edith Cowan University
Graduated with Distinction

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Bachelor of Business Administration (Marketing)

Bahria University
Graduated with Cum Laude

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TECHNICAL SKILLS

Adobe Illustrator

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Adobe Photoshop

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Adobe Indesign

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Google Analytics & Adwords

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Quicksight

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Iris - Content Management

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Microsoft Suite

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Website Management

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Kentico - CMS

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Jotforms

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State Community Manager

Equiem Services - Property Technology

📅 2018 - 2021

As the main point of contact for all stakeholders in Western Australia, I was responsible for managing the team in WA, creating and implementing the customer engagement strategy through events, activations and content generation for Dexus Property Group - WA Portfolio. Some of my responsibilities were:

- End to end project management of digital platforms in Western Australia.

- Spearheaded the launch of 5 new generation platforms and attained a customer registration rate of 85% and a 60% active user rate.

- Successfully launched the first Dexus Community mobile app in Australia to revitalise customer support and engagement.

- Collaborate with Senior Management, clients and agencies, and effectively manage B2B and B2C marketing and communication plans.
- Support onsite retailers and build new partnerships to offer value-driven customer propositions and increase revenue generated through the platforms.

- Introduced "We are Kings Square" - a retailer campaign aimed to motivate building customers to support onsite retailers and state partners.

- Create and implement customer onboarding plans to facilitate the leasing strategy of the portfolio.

- Onboarded more than 20 companies and 4000+ customers over 12 months.

- Allocate and manage the state engagement budget and KPI reporting.

- Formulate and monitor the overall state customer experience strategy

- Achieved an above industry average NPS score for FY21.

Community Manager

Equiem Services (NSW, VIC, WA) - Property Technology

📅 2018 - 2020

During my tenure as a Community Manager, I closely worked with 3 clients and managed the stakeholder engagement of 15 premium and A-grade commercial assets in Australia. Some of my key responsibilities were:

Courses

Digital Branding & Engagement

Cutin Univeristy

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Google Adwords and Analytics

Google

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Achievements

Million dollar launches

Facilitated the End Of Trip Facilities launch at Gateway (No.1 Macquarie Place, Sydney) and 240 St Georges Terrace, Perth. Received Equiem FY19 Imagine Award.

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Engagement

Finalist of the Community Engagement award at the WA Property Council Awards 2019, nominated by the Dexus Property Group.

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Community Support

Partnered with Cancer Council WA and Cystic Fibrosis WA to support their fundraising appeal for Daffodil Day and 65 Roses Day, covered by Channel 7.

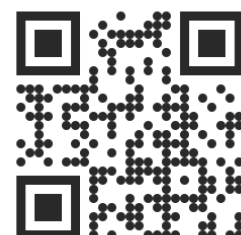
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Product Rebranding

Rebranded and launched a contraceptive product with the team in Pakistan and increased the market share by 8%.

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Scan to view my website



- End to End campaign management
- Manage the assigned online platforms and eliminate the gaps in digital engagement
 - *Increased stakeholder engagement by 52%, with an average of 90% registered users on each platform.*
- Support the customer experience strategy of each asset
 - *Onboarded 11 new tenants (approx. 5000 new customers) at 240 St Georges and Kings Square, Perth, within 11 months.*
- Organise and manage events and activations to facilitate the engagement and marketing strategy
 - *Successfully implemented and managed 100+ activations.*

Marketing Officer

Be Inspired Foundation (BIF) - Not For Profit
 📅 2017 - 2018

As part of my role at BIF, I was responsible for creating and implementing marketing/fundraising campaigns in Western Australia to help the disadvantaged youth of WA. Social media management, content generation and partnership liaison were key responsibilities of this role.

- Launched BIF's first fundraising campaign in partnership with Australia Leisure & Hospitality Group (ALH) across 28 venues in WA and raised \$52,000 in four weeks.
- Increased online engagement by 48% across all social media channels.
- Designed and implemented the marketing strategy for BIF to support the organisational goals by working closely with the board members.

Marketing & Business Development Assistant

Green Star Social Marketing - Not For Profit
 📅 2014 - 2015

My primary responsibilities included supporting all marketing activities and promoting products to improve the sexual and reproductive health of the general public. I was also actively involved in organising state-wide events and seminars, lead generation, preparing business proposals and working closely with all stakeholders.

INTERESTS

Travelling

Sailing

Volunteering

Networking