

# MALIHA KHAN

## PROJECT MANAGER

Myers Briggs: ENTJ

Award-winning marketing professional with proven success in leading and facilitating integrated marketing communication plans that maintain brand consistency, maximize effectiveness, meet measurable objectives, and implement content marketing strategies. Specializes in successful project management, team building, and conflict management.

### EXPERTISE

CREATIVE DESIGN

CONTENT STRATEGY

EMAIL MARKETING

PROJECT MANAGEMENT

SOCIAL MEDIA MARKETING

UX/UI WEBSITE DESIGN

### EDUCATION

PROJECT MANAGEMENT  
CERTIFICATE

*Google*  
(expected completion 2022)

MARKETING STRATEGY  
CERTIFICATE

*Cornell University*  
2016

BACHELOR OF ARTS  
IN COMMUNICATION

*University of Missouri*  
*Kansas City*  
2013

ASSOCIATE OF ARTS

*Metropolitan Community*  
*College – Maple Woods*  
2010

### CERTIFICATIONS

Hubspot Email Marketing

Hubspot Sales Enablement

Google Analytics  
Individual Qualification

HootSuite Social Media

### WORK EXPERIENCE

#### Senior Project Manager, Intouch Group

Overland Park, KS

2020 - Present

- Responsible for project plan creation; delivering and managing projects from initiation to close.
- Driving the definition of project scope, financials, deliverables and milestones for project implementation.
- Interpreting financials, distributing project burn analysis, & managing billing.
- Identifying project staff needs and work with Resource Managers and Project Coordinators to ensure accuracy and updates of resource plans.
- Leading the estimation process and oversee project budget.
- Collaborating with SME (subject matter experts) teams to define project activity and key deliverables to develop project schedule.
- Monitoring project scope and critical path, identify potential bottlenecks and work with Project Coordinators to make schedule adjustments.
- Working with project team to identify project risk, plan for risk response and mitigation, and proactively monitor project risks and resolutions.
- Resolving conflicts, including scope, schedule, resource, budget, quality and communication.
- Ensuring application of Intouch delivery processes and PMO standards across their projects.
- Mentoring and assisting with training of Project Managers/Project Coordinators.

#### Founder/Principal, Khanect the Dots, LLC

Kansas City, MO

2012 - Present

- Managing the day-to-day business operations and account management.
- Successfully producing deliverables including: marketing collateral, direct mail, email marketing, publications, website content strategy/development, and more.
- Championing content marketing strategies for small to mid-size businesses; and occasionally providing project management consultations.
- Responsible for financial management - billing and invoicing as required.
- Training and overseeing contractors as needed.

#### Project Manager, GlynnDevin

Kansas City, MO

2019 - 2020

*Previously Technical Project Manager, 2019*

- Oversaw the scheduling, budget, and scope of work requirements for offline and online projects, including: direct mail, websites, landing pages, marketing automation, collateral development, SEO, Social Media, among others.
- Successfully managed projects from the Discovery to Dialogue stage.
- Developing and improving internal workflows and processes through Waterfall, Agile/Scrum, and Kanban methodologies.
- Providing training and mentoring for project coordinators.



<http://www.linkedin.com/in/khanmaliha>



<http://bit.ly/malihaK>

## AWARDS

2019, SMCKC AMPS KC AWARD  
*Neurodiagnostic Week,  
Best Integrated Offline Campaign  
(Silver)*

2018, KCIABC QUILL  
AWARD OF EXCELLENCE  
*ACBSP Impact Digital Magazine*

2018, KCIABC QUILL  
BEST OF SHOW FINALIST  
*ACBSP Impact Digital Magazine*

## SOFTWARE

Adobe Creative Suite  
AzureDevOps  
Bannersnack (Snack tools)  
Canva  
Confluence  
Constant Contact/MailChimp/etc.  
Hootsuite/Sprout Social  
Hubspot CRM  
JIRA  
Joomla!/Wordpress/Wix/Weebly  
Microsoft Office 365  
Microsoft Project  
Power BI  
Smartsheets  
Trello  
Web Advantage  
Workfront & Workfront Proof  
YourMembership AMS  
Zoho CRM Suite

## VOLUNTEERING

FREELANCE EXCHANGE OF KC,  
SOCIAL MEDIA DIRECTOR  
2020

KCIABC VP OF COMMUNICATION  
2020

KCIABC QUILLS DIRECTOR  
2019-2020

CONTENT MARKETING WORLD  
NONPROFIT FORUM  
FACILITATOR & PRESENTER  
2019

PRESENTER, YOUR MEMBERSHIP'S  
XPERIENCE CONFERENCE  
2016

SMCKC MEMBERSHIP CHAIR  
2015-2016

## WORK EXPERIENCE *(continued)*

**Marketing & Social Media Manager, ASET - The Neurodiagnostic Society**  
Kansas City, MO 2018 - 2019

- Implemented a comprehensive integrated marketing strategy and plan.
- Managed the Society's overall branding; building awareness around the society and the profession that it represents.
- Produced marketing collateral such as: brochures, program books, direct mail, and signage.
- Administered the Society's social media accounts and tracked KPIs.
- Managed the Society's website properties in accordance w/ the content strategy.
- Planned the Neurodiagnostic Week, Purple Day, and Epilepsy Week campaigns.
- Secured advertisements and sponsorships for the Society's website, digital newsletter, emails, and events. Oversaw the Exhibit Hall layout and branding.

**Digital Content Coordinator, ACBSP**  
Overland Park, KS 2013 - 2018

*Previously Digital Content Specialist, 2013 - 2015*

- Executed an integrated marketing strategies across channels to improve brand awareness for the Accreditation Council for Business Schools and Programs.
- Created marketing plans for the successful launch of events and initiatives.
- Evaluated and measured the efficiency of the existing content management system, and created new workflows and processes ensuring all content was governed properly
- Developed a content strategy for the association's apps and websites, ensuring user-friendly aesthetics and functionality per best practices.
- Scoped and delivered on numerous digital projects, including the redesign of the award-winning *ACBSP Impact Magazine*.
- Owned the content creation process, from the initial idea to its confirmation with internal subject-matter experts, through research, writing, editing, and distribution stages — producing compelling content.
- Liaison to the Digital Media Committee; advised the Marketing Committee
- Built relationships with corporate sponsors, vendors, and contractors
- Provided internal and external training to staff, interns, temp hires, contractors, vendors, volunteers, and more.

**Marketing Project Manager, Islamic Circle of North America - Kansas City**  
Overland Park, KS 2012 - 2017

- Created an integrated marketing plan to drive brand awareness in the local community for program initiatives, including: email campaigns, a community newsletter, branded collateral, social media management, and more.
- Developed key partnerships with stakeholders locally and nationally.
- Successfully planned workshops, seminars, and fundraising banquets.
- Developed an advertisement strategy for billboards, radio ads, magazine ads, and social media ads.

**Marketing Manager, CelebrateMercy,**  
Overland Park, KS 2012 - 2014

- Oversaw the management of high-traffic social media accounts with a global fanbase, resulting in an increase of 250,000 Facebook likes, 5,000 Twitter followers, and 10,000 YouTube subscribers within a year.
- Oversaw the release of all internal and external communication, including email campaigns and SMS messages.
- Recruited, trained, and managed a content marketing team 5-6 people.
- Assisted in the planning, production, and launch of the semi-annual webcasts, using Adobe Connect and Instant Presenter.
- Documented proven strategies, created and maintained content calendars, and regularly tracked metrics and overall results.

## CONTACT

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## WORK EXPERIENCE *(continued)*

**Marketing Coordinator, All Star Awards & Ad Specialties, Inc.**  
Kansas City, MO

2011 - 2013

*Previously Graphic Designer, 2011 - 2012*

- Successfully created and implemented a product marketing plan, which brought new leads and increased sales by more than 10 percent.
- Managed multiple e-commerce web properties using Joomla.
- Increased brand awareness via Facebook, Twitter, Youtube, and Pinterest.
- Managed the company's overall online presence – oversaw their Google Business listings and regularly monitored online reviews on Yelp! and social media.
- Refreshed their branding and developed new content accordingly.
- Designed graphics for internal and external use.
- Served as on-site photographer as needed.

