

Rehaan Khan

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Student Visa (Subclass 500) | 48 hrs/fortnight during semester | Unlimited hours during scheduled breaks

PROFESSIONAL SUMMARY

Content creator and digital marketer with 4 years of experience driving measurable audience growth across LinkedIn, Instagram, YouTube, and Facebook. Grew a client LinkedIn profile from 0 to 1,100+ followers in 12 months, generating 14,000+ weekly impressions. Produced video content reaching 63,000 organic YouTube views with zero paid promotion. Currently completing a Master of Marketing at RMIT University (GPA 3.3); invited Peer Mentor for Marketing Management. Google-certified across digital marketing and e-commerce.

CORE SKILLS

Social Media Management: LinkedIn, Instagram, Facebook, YouTube, content strategy, scheduling, community management, analytics

Content Creation: Video production and editing, graphic design, copywriting, pitch decks, branded collateral

Digital Marketing: SEO fundamentals, email marketing, campaign planning, audience segmentation

Analytics: Performance reporting, data-informed optimisation, A/B testing

Brand and Campaign: Brand positioning, integrated campaign development, marketing mix execution, brief writing

Communication: Stakeholder management, client liaison, proposal development, cross-functional coordination

Tools and Platforms: Meta Business Suite | Google Analytics 4 | Canva | Google Search Console

WORK EXPERIENCE

Marketing & Social Media Coordinator | *Wedding Stories and Events One Stop* | Thane, India Aug 2020—Oct 2024

- Managed and grew a senior finance professional's LinkedIn profile from 0 to 1,100+ followers over 12 months, developing all content including posts, carousels, and profile copy, resulting in 14,000+ weekly impressions and sustained audience growth.
- Produced pitch decks, branded graphics, event certificates, digital invitations, and marketing collateral for clients including Gulf Oil, Thyrocare, Blume Fintech, Colorshine, and Rotary Clubs, tailoring all content to individual brand guidelines.
- Managed the company's social media presence across Instagram and Facebook, overseeing content creation, scheduling, and brand consistency across all channels.
- Produced and edited a wedding highlight video that reached 63,000 organic YouTube views with zero paid promotion, demonstrating strong content instinct and understanding of audience engagement.
- Oversaw on-site production and branded content delivery at large-scale corporate events and weddings with up to 2,000 attendees, maintaining visual consistency and brand presentation throughout each event.

Peer Mentor, Marketing Management *RMIT University* | Melbourne, VIC Feb 2025—Present

- Invited by RMIT University to serve as Peer Mentor for Marketing Management, supporting Master of Marketing students with course content, assessment briefs, and study strategies via the RMIT Vygo platform.
- Facilitated peer learning sessions one-on-one and in small groups, deepening knowledge of core marketing frameworks alongside building facilitation and communication skills.

PROJECTS / ACHIEVEMENTS

Alif Ovens Website — *Commercial Website Design and Build* 2026
<https://alifovens.vercel.app>

- Redesigned and rebuilt the full commercial website for Alif Ovens, a 25-year-old industrial bakery equipment manufacturer based in Mumbai with clients across 33+ countries. Replaced a non-functional legacy site with a structured, multi-page product showcase covering the company's full equipment range, improving the company's digital presence and making the product catalogue accessible to international buyers for the first time.

Vigraha — *Documentary Production and Screenplay* 2024
<https://www.youtube.com/watch?v=vpDOlganAi0>

- Produced and wrote the screenplay for a short documentary developed in collaboration with Trunk Calls Wildlife Foundation on elephant conservation. The film was featured in Mid-Day, one of India's largest publications with a readership of 3M+.

GreenGuard — <i>Sustainable Brand and Integrated Campaign</i> https://drive.google.com/file/d/12SoEsumkpol1dKR9NJpiG3p1nyTMVtwh/view Developed a complete brand identity and 4-channel integrated advertising campaign for a sustainable product concept, covering consumer research, audience segmentation, brand positioning, and campaign execution across digital, print, transit, and outdoor media.	2024
Quirk Locks — <i>Hair Care Brand Development</i> https://drive.google.com/file/d/1xsgPn8-MNpVaRzbNNORx4hNdRsoBJly-/view Co-developed a natural hair care brand from concept through to multi-channel campaign strategy, establishing brand identity, advertising approach, and marketing collateral across digital and physical channels.	2024
Edumundo MMX Business Simulation — <i>Third Place RMIT University</i> Placed 3rd out of 15+ competing teams in the Edumundo business simulation, making real-time decisions on market segmentation, brand positioning, pricing strategy, and integrated campaign planning across multiple rounds for a fictitious sneaker brand (RAWS²).	Oct 2025

EDUCATION

Master of Marketing <i>RMIT University, Melbourne</i> GPA: 3.3 (Semester 1) Invited Peer Mentor by RMIT University	2025—2027 (In Progress)
Bachelor of Arts in Multimedia and Mass Communication <i>V.G. Vaze College of Arts, Science and Commerce, Mumbai</i> Specialisation: Advertising CGPA: 7.8	2021—2025

CERTIFICATIONS

Google Digital Marketing and E-commerce Professional Certificate (7 courses)	Jan 2026 Google / Coursera
Getting Started in Google Analytics	Apr 2025 Coursera
Digital Marketing Online Course	Dec 2024 UniKaushal, Mumbai
Edumundo MMX Simulation Certificate, Third Place	Oct 2025 RMIT University / Edumundo

ADDITIONAL INFORMATION

Work Rights: Student Visa (Subclass 500) 48 hrs/fortnight during semester Unlimited hours during scheduled breaks
Availability: Available Immediately, Flexible across weekdays, evenings, and weekends
Languages: English (Fluent), Hindi (Fluent)
<i>References available upon request.</i>