

# IQRA KHAN

Forever that GenZ social media girl, scrolling long and hard on TikTok for the trends, keeping it pookie on Instagram, digging up the unhinged on X, and avoiding Facebook.

But then I can be a big girly too—while ideating creative solutions is my jam, I'm just as focused on execution. My project management game is tight; I juggle multiple content calendars, guide cross-functional teams through the chaos of creativity, and crunch up numbers for reports like a *man in finance*—all with undeniable flair. That being said, I am very *demure and mindful*, and understand there's so much yet to be learned.

My dream? To see my content go viral, after which I plan to retire in the mountains where *no emails can ever find me*.



## EXPERIENCE

### PUBLICIS GROUPE

#### Senior Content Executive

July 2023 – Present

- Strategized and executed brand growth for SeaWorld Yas Island and Yas SeaWorld Research & Rescue Center on socials, developing 42+ monthly social media calendars and crafting over 250 content ideas.
- Launched and scaled the TikTok strategy, and produced 100+ TikToks with \$0 production budget, achieving 142.6M views and growing the follower base to 35K within a year.
- Received first prize for SeaWorld in the 'Best Case Study' category in the Publicis Growth Club competition, outperforming over 20 submissions across the MENA region.
- Drove substantial growth for SeaWorld Yas Island's Instagram page, reaching 100K+ followers.
- Led end-to-end social coverage of key SeaWorld events, including the 1st Anniversary Celebration, Shark Week, Turtle Release in collaboration with the Environment Agency – Abu Dhabi, and Science Talks.
- Supported content ideation and on-ground coverages for high-profile Yas Island events like Abu Dhabi Grand Prix 2023/24, YASALAM concerts, IIFA 23/24, Wireless Festival ME.
- Delivered impactful social amplification plans such as "Draw Me the Sea," "Shark Week," and "Admission with a Mission."
- Managed on-ground execution of 53+ always-on shoots and 50+ live events, overseeing direction, and coordination between the team and client.
- Streamlined production by often independently capturing content and editing for Instagram Stories and TikTok, reducing external costs.
- Used Sprinklr to deliver 35+ social reports, tracking progress and informing strategic decisions.
- Crafted strategy and pitched ideas for Yas Asset Management, Saadiyat Island, and FAB.
- Led a team of three (two editors and one writer), strategically aligning their tasks with overarching project goals.
- Built strong client relationships, conducting regular status calls, collaborating directly with clients on strategy and deliverables, and fostering trust through consistent communication.

#### Content Executive

February 2022 – July 2023

- Supported on content calendars for Majid Al Futtaim Leisure & Entertainment, delivering over 30 content ideas and 95+ tailored captions, while managing Holding calendar as well.
- Assisted in crafting presentations for high-profile projects such as the Mall of the Metaverse, World Economic Forum and Women in Tech including content plans and briefing materials.
- Assisted in the WEF war room, developing agile content setups and promptly updating team members on schedule changes.
- Managed community reports using Sprinklr Dashboards, including post-event summaries and crisis communications after leadership changes.



## EDUCATION



..... 2007 -2016.....  
OUR OWN HIGH SCHOOL  
(GEMS)  
9.8 CGPA-AISSE



2016-2018.....  
OUR OWN HIGH SCHOOL  
(GEMS)  
92% -AISSEE



2018-2021.....  
MIDDLESEX UNIVERSITY  
Advertising, PR & Branding  
4.0 GPA - First Class Honors



## EXPERTISE

- Project Management
- Brand Development
- Social Media Campaign Amplification
- Creative Copywriting
- Managing Content Development Process
- Public Relations
- B2B and B2C Communications
- Event Coverage Coordination
- Client Relationship Management
- Trend Analysis



## SOFTWARE & MEDIA

Photoshop	<div><div></div></div>	TikTok	<div><div></div></div>
Microsoft Office	<div><div></div></div>	Instagram	<div><div></div></div>
CapCut	<div><div></div></div>	Facebook	<div><div></div></div>
Sprinklr	<div><div></div></div>	X	<div><div></div></div>
HubSpot	<div><div></div></div>	YouTube	<div><div></div></div>
Frame.io	<div><div></div></div>		

## BIOSCIENCE GMBH

### Digital Content Coordinator

June 2021 – January 2022

- Sourced and generated engaging content, enhancing audience interaction and content variety.
- Managed social media communities, fostering brand loyalty and increasing user engagement.
- Coordinated product and lifestyle photo shoots, ensuring high-quality visual content for marketing initiatives.

### Junior Content Creator

June 2020 – May 2021

- Authored medical articles and SEO-optimized blog content, boosting search engine rankings and web traffic.
- Developed and executed strategic social media campaigns, enhancing brand engagement and online presence.
- Designed newsletters and press releases, driving media coverage and enhancing public relations efforts.
- Created website wireframes and managed digital content, improving user interface and site navigation.

### Marketing Intern

May 2019 – September 2019

- Handled Social media engagement of two in-house brands
- Assisted with the rebranding of 'HYAcorp'.
- Worked on a press release of BioScience leading to a feature article on MiddleEast Beauty.
- Proposed a social media plan for the Instagram page of the brand.

## YOKE COMMUNICATIONS

### Social Media and Events Intern

January 2019 – February 2019

- Worked on the opening of London Slide Cafe, BlueWaters, Dubai.
- Searched and compiled a list of Dubai-based Influencers.
- Compiled social media competition/giveaway ideas.

## FIONA COLLECTIONS

### Social Media and Events Intern

July 2018 – August 2018

- Marketed the company and its products through Facebook and Instagram.
- Dealt and negotiated with customers online.
- Contributed to the layout of the Company's website.

## GET IN TOUCH



iqraisha@gmail.com



+971 50 8443007



[www.linkedin.com/in/iqra-i-khan](https://www.linkedin.com/in/iqra-i-khan)



[www.iqraakhan.wixsite.com/iqraakhan](https://www.iqraakhan.wixsite.com/iqraakhan)



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