**Bilal Arshad Khan**
Country Manager, NGO | Digital Marketing Expert | Team Leader
Born: 26th June 1995 | Pakistan
Permanent Address: H# 455, Street # 16, Sector # 3, Airport Housing Society, Rawalpindi, Pakistan
Phone (Rwanda): +250794421321
Phone (Pakistan): +923350069990
Email: bk030454149@gmail.com / b.khan@iera.org

**Professional Summary**

Highly motivated and results-driven Country Manager with a rich background in digital marketing and team leadership. I bring a diverse set of skills honed over years of experience working in high-pressure environments, including leading cross-functional teams, managing complex projects, and ensuring strategic growth for NGOs and leading software companies. I am passionate about creating impactful strategies that drive growth and community engagement. Currently, I serve as the Country Manager for an NGO in Rwanda, overseeing operations and driving key initiatives.

**Professional Experience**

**Country Manager**
*NGO, Rwanda*
*January 2023 – Present*

* Spearheading the organization's operations in Rwanda, managing a dynamic team, and driving impactful projects that align with the organization’s mission.
* Established and nurtured strategic partnerships with local stakeholders, ensuring sustainable growth and a strong community presence.
* Led the development and execution of country-specific strategies, improving overall program effectiveness by 30%.
* Ensured compliance with local regulations, financial oversight, and resource management for smooth day-to-day operations.
* Played a pivotal role in raising awareness of the NGO’s initiatives, resulting in a 40% increase in community involvement.

**Digital Marketing Head**
*Leading Software Company, Pakistan*
*July 2019 – December 2022*

* Directed all aspects of the digital marketing strategy, increasing website traffic by 50% through targeted SEO, SEM, and content strategies.
* Managed a team of 10+ digital marketing professionals to execute data-driven campaigns for product launches and customer engagement.
* Led the company's digital transformation, creating innovative online campaigns that improved brand visibility and generated a 35% increase in revenue.
* Utilized analytics tools to monitor and improve campaign performance, ensuring optimized ROI on digital advertising spend.
* Built strong relationships with influencers, vendors, and key stakeholders to expand the company's digital footprint.

**Team Lead**
*Software Solutions Firm, Pakistan*
*March 2017 – June 2019*

* Led a team of developers and designers in executing large-scale software projects, ensuring timely delivery and quality standards.
* Collaborated with clients to understand requirements, translating them into technical specifications for the development team.
* Managed project timelines, resources, and budgets, achieving a 95% on-time delivery rate.
* Mentored team members, fostering an environment of growth, innovation, and continuous learning.

**Education**

**Master of Science in International Relations**
*University of Sargodha, Pakistan*
*Graduation: 2022*

* Specialization in International Diplomacy and Global Governance.
* Thesis on "Impact of International Organizations on Global Conflict Resolution."

**Master’s Certificate in International Organizations Management**
*University of Geneva, Switzerland*
*Expected Graduation: 2024*

* Focus on global organizational structures, governance, and cross-border partnerships.

**Bachelor of Arts in Journalism**
*University of Sargodha, Pakistan*
*Graduation: 2017*

* Focus on Media Studies, Communication Strategies, and Public Relations.

**Skills**

* **Leadership & Team Management**: Proven ability to lead and motivate cross-functional teams to achieve organizational goals.
* **Strategic Planning**: Expertise in forward planning, developing actionable strategies that align with long-term objectives.
* **Digital Marketing & SEO**: In-depth knowledge of SEO, SEM, content creation, social media marketing, and data analytics.
* **Pressure Management**: Adept at thriving in high-pressure environments while meeting deadlines without compromising on quality.
* **Mentoring & Training**: Strong background in mentoring junior staff and providing professional development opportunities.
* **Project Management**: Exceptional ability to oversee complex projects from conception to execution.

**Languages**

* **English**: Fluent (Written & Spoken)
* **Urdu**: Fluent (Written & Spoken)

**Certifications & Training**

* **Google Analytics Certification**
* **Project Management Professional (PMP) Training (in progress)**
* **Digital Marketing Certificate, HubSpot Academy**