

# KAMILKHAN PATHAN

MARKETING & CONTENT COORDINATOR - Social Media Content, Campaign Coordination, Marketing

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## SKILLS

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- **Content & Social Media:** Video editing, content optimization, copy structuring, and engagement analytics.
- **Marketing & Campaigns:** Digital campaign execution, trend segmentation, SEO-driven content deployment.
- **Design & Editing Tools:** Canva, Adobe Photoshop for asset layout design & promotional media outputs.
- **Digital Platforms:** Hootsuite, Mailchimp, Meta Business Suite for automation, analytics, data management.
- **Workflow Systems:** Slack, Trello, Google Workspace for structured process execution and task synchronization.

## WORK EXPERIENCE

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### Marketing & Content Assistant

May 2024 – Present

*SPES Studios*

*Remote*

- Designed and optimized 120+ multimedia deliverables using Canva, CapCut, and Photoshop, aligning visual tone with content guidelines and improving platform-wide engagement by 35% across three social media channels.
- Established structured content calendars across 5 active platforms, maintaining a upload schedule that enhanced output frequency by 40%, and ensuring uniform communication alignment with internal branding objectives.
- Facilitated task tracking & communication workflows in 6 cross-functional members by leveraging integrated project dashboards, achieving deadline compliance & minimizing task deviation within scheduled timelines.
- Conducted trend-mapping and comparative analysis across 20+ industry competitors utilizing data-driven insights, enhancing format optimization by 45% and raising content reach metrics by 32% within one quarter.
- Monitored engagement analytics across campaigns by synthesizing reach and retention indicators, enabling early adjustment to underperforming material and achieving a 28% increase in average audience interaction ratios.

### Customer Service Associate

May 2023 – Jan 2025

*Metro Inc.*

*Ontario*

- Processed 200+ daily customer interactions across multiple service points using transactional software, maintaining a 97% accuracy rate while executing conflict-resolution sequences with operational precision under deadlines.
- Coordinated merchandise alignment for weekly in-store promotional rollouts in five zones, improving visual standardization by 30% & augmenting cross-departmental response time through sequenced restocking operations.
- Influenced six onboarding cycles by translating procedural frameworks & service protocols for new associates, achieving an 80% training completion while ensuring performance synchronization within operational matrices.
- Collaborated with 10 member teams to streamline checkout scheduling via adaptive queue management systems, reducing process latency & minimizing customer holding intervals throughout high-traffic transactional hours.
- Executed compliance verification for policy parameters by auditing operational checkpoints, achieving complete conformance against procedural directives while improving procedural documentation accuracy by 40%.

## PROJECT

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### Founder & Team Lead

May 2020 – October 2022

*X3 Esports, Ontario*

- Recruited, trained, and managed 25+ competitive esports players, coordinating tournaments, performance analytics, and strategic gameplay SQL data pipelines, increasing team win rate by 40% across 12 leagues.
- Directed YouTube livestreams, managed video editing workflows, and optimized Discord engagement API pipelines, growing audience reach to 10k+ subscribers and increasing content interaction metrics by 55%.

## ACADEMIC PROJECT

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### Capstone Project

*Digital Marketing Strategy*

- Developed Instagram campaign architecture using demographic targeting & posting schedules in 6 platforms, achieving 37% higher story completion rates via synchronized content release timing & platform optimization.
- Created SEO-optimized Instagram bios/profiles & link-in-bio landing pages using keyword research tools, driving 42% organic profile visits & 35% higher follower growth via hashtag strategy and content pillar alignment.
- Analyzed 30-day Instagram performance data using engagement rate segmentation & story analytics visualization, improving reporting precision 33% via audience retention tracking & platform-specific metric normalization.

## EDUCATION

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### Postgraduate Certificate - Digital & Content Marketing

May 2024 – December 2024

*York University, Toronto*

### Postgraduate Certificate - Business Administration

May 2023 – December 2023

*York University, Toronto*

## CERTIFICATIONS

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- Social Media Marketing Certification, Google ads Search certification