

SANNAH KHAN

Creative Marketing & Brand Leader

CONTACT

647 993 6420
sannahkhan@gmail.com
www.sannahkhan.com

STRENGTHS

Meticulously Organized
Self Motivated
Team Player
Independent Worker
Excellent Time Management
Strong Multi-Tasker
Fast learner
Flexible & Adaptable
Optimistic Achiever
Detail Oriented

CORE SKILLS

Brand Strategy & Creative Direction
Leadership & Team Development
Cross-Functional Collaboration
Integrated Campaign Management
UX/UI Oversight & Design Systems
Data-Driven Marketing Decisions
Accessibility & Inclusive Design (AODA)
Vendor & Budget Management

TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, Acrobat)
Microsoft Office Suite
WordPress CMS | Sitecore CMS
Campaign Monitor | Asana

ABOUT

Creative marketing leader with 10+ years in design strategy and 5+ years in senior marketing leadership. Proven ability to direct cross-functional teams to deliver integrated campaigns that elevate brand presence, drive engagement, and generate measurable ROI. Adept at blending creative vision with strategic thinking, optimizing user experiences, and maintaining brand integrity across digital, print, and experiential platforms. Passionate about human-centered storytelling that connects with diverse audiences and drives organizational growth.

WORK EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS

International Development and Relief Foundation (IDRF) | Jun 2023 – Present

- Directed and scaled a multidisciplinary marketing and creative team of at least 4 at a time, including designers, copywriters, and animation/video studios, fostering a collaborative environment that emphasized mentorship, design excellence, and purpose-driven storytelling.
- Mentored and developed team members, providing guidance and support to cultivate growth and maintain high performance.
- Directed full-scale marketing campaigns (digital, print, social, video) for flagship fundraising seasons like Ramadan and Qurbani, generating record-breaking donor engagement.
- Developed and enforced brand guidelines, ensuring cohesive messaging and visuals across all touchpoints.
- Led creative strategy and ideation sessions with internal stakeholders to translate organizational goals into compelling campaign concepts and donor-facing experiences.
- Oversaw three major website redesigns, improving usability, mobile performance, and SEO, with measurable gains in conversions and online giving.
Integrated data-driven insights into creative strategy, boosting campaign performance and engagement metrics.
- Managed large-scale budgets and vendor partnerships, ensuring timely, on-brand deliverables.
- Advocated for inclusive and accessible design practices (AODA), ensuring diverse audience representation.
- Collaborated closely with executive leadership, Finance, Fund Development, and Philanthropy teams to develop design solutions aligned with high-level strategic initiatives.
- Utilized data-driven insights to inform design decisions, optimizing campaigns for audience engagement and conversion.

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INTERESTS

Photography
Travelling
Hiking
Fitness
Reading
Painting

LANGUAGES

Native English
Intermediate Urdu
Beginner French
Beginner Japanese

MARKETING MANAGER

International Development and Relief Foundation (IDRF) | Oct 2019 – Jun 2023

- Spearheaded marketing and design strategy across digital, video, and print — tripled online revenue within five years.
- Shaped brand voice and visuals across fundraising, web, and donor materials.
- Directed redesigns of donation platforms (WordPress, Luminate, Raiser's Edge) to streamline giving and improve donor experience.
- Used donor insights and data analytics to optimize campaign performance and guide strategic design decisions.
- Managed marketing budgets and vendor relationships, achieving a consistent 10% ROI.

DIGITAL CONTENT MARKETING SPECIALIST

YMCA of Greater Toronto | Jan 2018 – Oct 2019

- Co-led redesign of public website; enhanced UX, mobile layout, and functionality.
- Designed accessible web and email assets (AODA-compliant).
- Created, tested, and deployed automated email campaigns.
- Trained internal teams on digital platforms and Sitecore CMS best practices.

EDUCATION

Bachelor of Design (Honours)
Professional Certificate in Digital Design
York University / Sheridan College Joint Program in Design | 2012

REFERENCES

AVAILABLE UPON REQUEST