

Ahmad Khodr

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I am a strategic marketer skilled in multichannel campaigns with over 5 years of experience driving revenue growth and solving startup challenges. A charismatic communicator with a proven record of leading marketing and cross-functional teams, I've increased traffic by 30%, reduced CAC by 50%, and grew \$1M in annual revenue to \$4M.

WORK EXPERIENCE

Muslim Kids TV • Remote Nov 2023 - Present
Marketing Manager

- Led a team of 8, including contractors, coaching them to execute marketing strategies and achieve business objectives with a 92% manager effectiveness rating
- Coordinated the execution of a 5-day online event to increase engagement, developing social media posts, landing pages, and email workflows, doubling average event attendance
- Directed channel strategies and experiments across paid ads, events, social media, affiliate, influencer, and email marketing to optimize efforts and boost engagement
- Directed TV commercial production from ideation to post-production to increase brand awareness and reach millions of prospective customers
- Analyzed performance metrics and viewer data to refine content strategy, aligning with audience interests and trends, increasing traffic by 30% and reducing CAC by 50%

Khodr Media • Hamilton, ON, Canada Apr 2018 - Present
Freelance Marketer

- Entrepreneurial self-starter with a proven track record in developing e-commerce strategies to achieve business goals
- Designed and executed a viral marketing video series for an eBook sales campaign, generating over \$50,000 in revenue and 600,000+ views
- Designed and executed a marketing project plan on-time, exceeding target sign-ups for a March Break camp by 35%

Lightyear Health • Remote Nov 2021 - Sep 2023
Customer Engagement and Marketing Manager

- Developed comprehensive post-sales processes, including playbooks, marketing collateral, and training materials, resulting in maintaining a monthly regrettable churn rate below 5%
- Leveraged marketing software to automate workflows, boosting communication efficiency and customer satisfaction, resulting in an NPS > 40 and a CSAT > 70
- Created marketing materials, including pitch decks and sales sheets, to support sales and boost customer engagement, driving revenue growth from \$1M to \$4M ARR in 2 years

Skylight (acquired by OpenDoor) • Remote Feb 2019 - Aug 2021
Marketing and Project Analyst

- Managed multiple projects as an early startup employee, contributing to achieving \$10M in Series A funding and a 100+ headcount growth within two years
- Develop an interactive marketing tool, managed content management system, and created content to educate customers, increasing average client revenue by 80%

EDUCATION

Honours Bachelors of Commerce in Business

DeGroote School of Business, McMaster University • Hamilton • GPA: 3.96

Sep 2013 – Apr 2018

Relevant Coursework: New Product Marketing, E-Marketing, Applied Marketing Management, Business Policy

Fellowship Program

Venture for Canada • Toronto

Jan 2018 – Jan 2020

Distinguished selection from a competitive pool of almost 2000 applicants into the Venture for Canada program, honing skills to excel in a startup role.

VOLUNTEERING & LEADERSHIP

Muslim Skit Bros

Aug 2015 – Jul 2020

Content Creator • Hamilton, Ontario

Produced 30+ videos that generated 100,000+ views and 1K+ subscribers by learning filmmaking, animation and social media marketing

NASR Youth

Aug 2012 – Aug 2015

Project Manager and Youth Leader • Hamilton, Ontario

Led a team of 8 youth to organize community events, including an annual food drive that collected over 3,000 pounds of food

SKILLS

Marketing & Communications: Content Marketing, Email Marketing, Copywriting, Creative Problem-Solving, Public Speaking, Campaign Planning, Video Editing, Content Strategy, Messaging, Customer-Centric Thinking

Project Management: Process Improvement, Stakeholder Management, Time Management

Technical Proficiency: Adobe Premiere Pro, Google Suite, HubSpot, Data Analysis, Slack, WordPress, Drip

Customer Success: Cross Functional Collaboration, Customer Education, Training and Development, Customer Retention, Account Management

Interests: Animation, Filmmaking, Graphic Design, YouTube

CERTIFICATIONS

Interaction Design: Dashboards and Visualization

LinkedIn

Specialist High Skills Major (SHSM) in Business

Government of Ontario

HubSpot Service Hub Software

HubSpot

HubSpot Sales Hub Software

HubSpot