

AALIM KHAN

Content Marketing Strategist | Brand Storyteller | Short-Form Video Specialist

+971 55 196 5786 | aalimkhan27@gmail.com | linkedin.com/in/aalimk | Dubai, UAE

PROFESSIONAL SUMMARY

Audience-first content strategist with a passion for building bold brand narratives that move people to act. Specializing in short-form video, TikTok, Instagram Reels & YouTube Shorts content, and experience-led content, the same philosophy that has made Red Bull one of the world's most powerful media brands. Proven track record of producing (Pre & Post Production single handedly) monthly 100+ video assets, achieving engagement rates of up to 9%, and growing brand awareness by 65% within six months. Combine creative instinct with data-driven optimisation and AI-powered content tools to deliver high-impact content at scale, consistently and on brand.

KEY SKILLS

Content Strategy & Storytelling

- Audience-First Content Strategy & Editorial Planning
- Brand Storytelling, Narrative Building & Lifestyle Content Creation
- Experience-Led Campaign Concepting & Go-to-Market Content Strategy
- Cultural Moment Identification & Trend-Led Content Planning
- Content Calendar Development & Cross-Platform Programming

Short-Form Video & TikTok, Instagram Reels & YouTube Shorts content

- Short-Form Video Production & Creative Direction (Reels, TikTok-style, YouTube Shorts)
- TikTok, Instagram Reels & YouTube Shorts content creation — tailored formats for Instagram, TikTok, YouTube & Facebook
- Visual Storytelling & Motion Graphics with the help of Adobe Suite: Premiere Pro, After Effects & CapCut
- Developing Graphic Design & Creative Assets using Adobe Photoshop & Illustrator
- High-Volume Content Production with Consistent Brand Voice

Community & Engagement Growth

- Social Media Community Management & Audience Engagement Strategy
- Organic Growth Strategy & Platform Algorithm Optimisation
- Creator & Influencer Collaboration Support
- Content Performance Analysis & Data-Driven Iteration

AI & Content Generation

- AI-Powered Content Generation & Automation Tools
- Workflow Optimization for High-Quality Content Output
- Analytics & Reporting — Social Insights & YouTube Studio

Brand & Campaign Execution

- Brand Activation, Positioning & Visual Identity Alignment
- Cross-Functional Team Leadership & Creative Direction
- Lead Generation through Content Funnels & Conversion Optimisation

WORK EXPERIENCE

Content Head & Assistant Marketing Manager | Al Suwaidi Investments Group, Dubai, UAE | Jan 2024 – Present

Key Contributions

- Developed and executed an audience-first content strategy across short-form video, social media, and paid creative, while ensuring every piece of content served the brand narrative before the product.

- Led creative direction for month on month 250+ video assets and 100+ social creatives, maintaining a bold, consistent brand voice across all platforms and touchpoints.
- Led end-to-end production of short-form content, from scripting and shoot planning to directing editors for Reels and TikTok-style videos.
- Crafted experience-led brand stories for launches and campaigns, translating complex offerings into compelling, audience-centric content that resonated and converted.
- Owned weekly and monthly content calendars aligned with business priorities, trends, and TikTok, Instagram Reels & YouTube Shorts content.
- Led a cross-functional creative team of 10+ professionals including videographers and designers while ensuring quality, speed, and brand consistency at scale.
- Built scalable content workflows using AI tools, enabling consistent high-volume content production.
- Managed a fast-paced content pipeline delivering 100+ creative monthly assets, solely, across multiple brands and campaigns.

Key Achievements

- Grew brand awareness by 65% within six months through a cohesive, experience-led content strategy combining short-form video, storytelling, and strategic brand activations.
- Produced content that directly supported AED 560M+ in qualified sales leads, demonstrating the commercial power of brand-first, audience-first content.
- Drove 10x growth in qualified leads within six months by integrating AI-generated content with targeted, TikTok, Instagram Reels & YouTube Shorts content distribution strategies.
- Established the brand as a recognisable, high-energy presence in the Dubai market through consistent, high-quality content output and culturally relevant campaigns.

Content Marketing Executive | TVG Real Estate Brokerage, Dubai, UAE | Jun 2023 – Dec 2023

Key Contributions

- Created platform-native content tailored for Instagram, Facebook, and TikTok-style formats, optimising for engagement and reach.
- Developed content strategies aligned with brand identity and audience interests, ensuring a consistent and compelling brand voice across all digital channels.
- Produced visual and written content for digital campaigns, managing creative assets from concept through to delivery using Adobe tools.
- Managed paid social content on Meta and Google, ensuring creative assets were aligned with audience targeting and campaign objectives.
- Designed and delivered internal training content covering brand communication guidelines and best practices for content-led lead generation.

Key Achievements

- Increased online engagement and inquiries by 35% through content-driven performance campaigns with strong creative-audience alignment.
- Drove a 40% increase in content views and audience interactions through optimised, TikTok, Instagram Reels & YouTube Shorts content formats.
- Reduced cost per acquisition by 20% by improving creative relevance and content-to-audience fit.
- Contributed to a 30% growth in the team by developing clear, engaging onboarding and training content.

EDUCATION

MSc, International Business | University of Birmingham Dubai | 2023 – 2024

BCom, Bachelor of Commerce | Mumbai University, India | 2019 – 2021

TOOLS & PLATFORMS

Video & Motion: Adobe Premiere Pro, Adobe After Effects, CapCut

Design & Visual: Adobe Photoshop, Adobe Illustrator

Content & AI: AI Content Generation Platforms, Marketing Automation Workflows

Social & Analytics: Meta Business Suite, YouTube Studio, Google Analytics, Social Media Scheduling & Analytics Tools

Advertising: Meta Ads Manager, Google Ads