SAAD AHMAD KHAN

Marketing, Communications & Creative Professional

PROFESSIONAL SUMMARY:

Swiss Army knife of Marketing, Communications, and Creative leadership — delivering unified brand strategy where other companies split these disciplines into silos. Combines strategic oversight, cross-disciplinary fluency, and hands-on insight to drive vision from concept to measurable market impact.

EXPERIENCE:

Creative Director – Marketing

Brookwood Companies Inc. | New York, NY | 2021–Present

- Directed the creation of Brookwood's first integrated Creative–Marketing department, building and mentoring a multidisciplinary team to deliver unified brand strategy across six product divisions.
- Orchestrated the launch of the company's first e-commerce platform for the Roll Goods division, generating $63M in direct revenue in 2024 and projected to exceed that in 2025.
- Led the development of Brookwood-ZERO™, a PFAS-conscious water-repellent brand, positioning the company as a U.S. leader in sustainable textile innovation and securing $100M+ in orders within five months.
- Oversaw a comprehensive brand identity overhaul, aligning visual and verbal messaging for both military and consumer markets while increasing brand equity and internal alignment.
- Directed high-impact trade show strategies for 10+ annual events, increasing booth engagement and post-event conversion through targeted visuals and audience segmentation.
- Implemented advanced marketing technology, including programmatic advertising, marketing automation, and analytics platforms, enabling data-driven decisions and optimized campaign performance.

Creative Marketing Director & Lead Instructor

ACE Institute of Technology | New York, NY | 2004–2021

- Stewarded ACE's brand evolution for 17 years, guiding its transformation from a local vocational training center into a nationally accredited educational institute with a competitive, modern identity.
- Directed two full-scale brand redesigns to align the institute's visual identity and positioning with expansion into digital technology and healthcare programs.
- Led strategic marketing initiatives ranging from one-person rapid-response campaigns to complex projects requiring leadership of up to 28 internal and globally distributed remote external team members.
- Implemented data-driven enrollment marketing using analytics to target prospective students, improve conversion rates, and optimize advertising spend across print and digital channels.
- Established in-house content production capabilities, producing alumni success stories, video features, and targeted program marketing assets to enhance credibility and engagement.
- Expanded market reach through programmatic advertising, email campaigns, and digital asset optimization, positioning ACE as a credible hub for career-focused training in a competitive education market.

Creative Marketing Director / Consultant

American Friends of Bar-Ilan University | New York, NY | 2017–2021

- Directed the organization's communications strategy, aligning messaging and creative assets to strengthen donor engagement and brand visibility in the U.S. and global Jewish communities.
- Led multi-channel fundraising campaigns that expanded reach to alumni, major donors, and new audiences, resulting in measurable increases in contributions and event participation.
- Managed media strategy and buying across print, television, and digital platforms to maximize ROI and ensure alignment with campaign objectives.
- Elevated institutional reputation by successfully positioning groundbreaking research and academic achievements—such as Dr. Uri Nair's innovations—in prominent American media outlets.
- Oversaw creative production of donor materials, event branding, and impact reports, ensuring all touchpoints reinforced the university's mission and fundraising goals.

ADDITIONAL ROLES:

Creative Marketing Director – Wavestek Inc. | New York, NY | 2011-2021 Concurrent role
Creative Marketing Director – Bradford Entertainment Inc. | New York, NY | 2009–2017 Concurrent role
Creative Marketing Director – Siscotek Inc. | New York, NY | 2007–2009 Concurrent role
Creative Marketing Director – Technical Support Business Inc. | New York, NY | 2006–2008 Concurrent role
Assistant Professor – City College of New York, Photography Program | New York, NY | 2003–2006
Assistant Director of Creative Development – Gaga Town Inc. | New York, NY | 2000–2003

TECHNOLOGY EXPERTISE:

Visit my website saadstudio.com/profile for Mar-Tech and other software expertise.

EDUCATION:

The City College Of New York

New York City, NY, U.S.A.

- Bachelors in Media & Communication Arts (Specialized in Film) & Minor in Photography.

CERTIFICATES & AWARDS

- Project Plus (CompTIA Certificate for Project Management)
- NYS Teaching License
- Joe Harris Scholarship Award

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PROFESSIONAL PROFILE

SAAD AHMAD KHAN

MARKETING COMMUNUNICATIONS & CREATIVE PROFESSIONAL

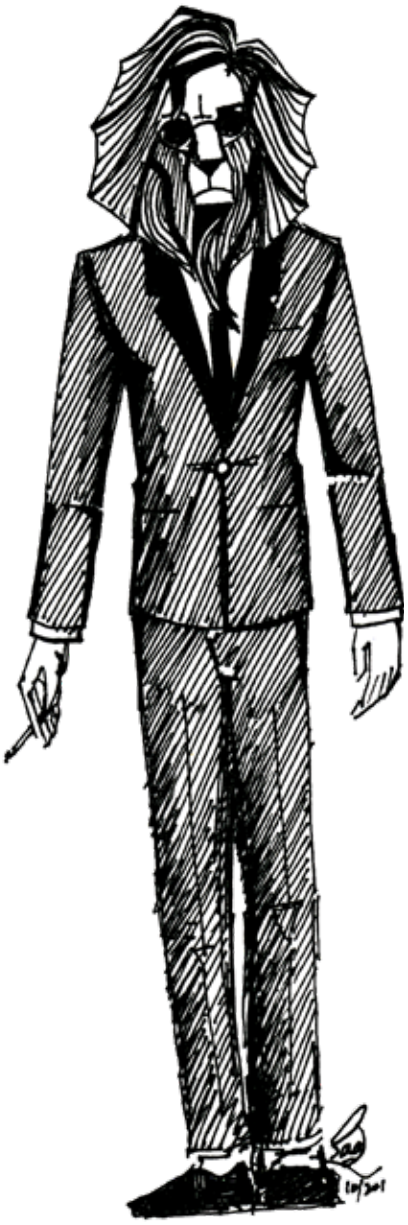


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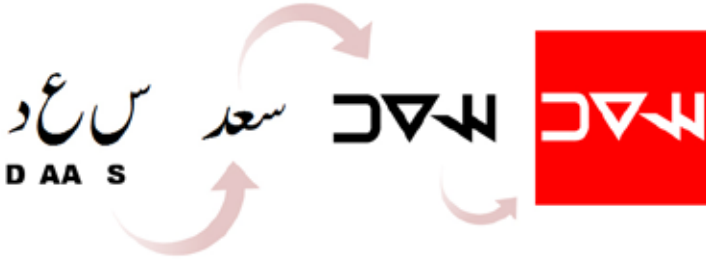
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SAAD AHMAD KHAN

MARKETING, COMMUNUNICATIONS, & CREATIVE PROFESSIONAL



The make of my personal brand; from traditional Urdu/Arabic letters to something slightly different.



I am a Marketing, Communications, and Creative professional. These three are often confused with each-other and therefore many organizations conflate them. With over 25 years of experience in leadership positions, while touching an array of industries – I have been able to hone my expertise in driving all three, in harmony, to achieve successful and sustainable results.

My skillset has allowed me to lead my teams to success, whether departments that were entrusted to me, or projects. I have paid my dues to, and learned from – organizations with luxurious budgets to startups who were searching for both, their "starts" and their "ups". Each was a learning experience that I cherish. My contribution to each of my team is what I bring to the table every time, namely:

- Strategy that identifies practical goals and fluid pathways to achieve them.
- Designing & Planning for high impact on the audience but low on the budget.
- Production & Execution to hit the finish line like champions, feeding dust to competition.

I am trained in multiple fine and digital art disciplines, as well as technologies that span from computer and networking hardware to a full stack for media development, including AI platforms. I have taught these subjects to undergraduate students for 17 years. "I am Never a servant of a software" is the mantra I live by, therefore, my Mar-Tech has never been dependent on a narrow field. I am a self motivated avid learner who constantly explores and trains on new tools and technologies. Still, a list of my software expertise can be found through the following link (https://saadstudio.com/profile/).

My leadership style, as well as my work style, is that of an expedition team. Take time to learn, take time to plan, level the playing field, go farther than your expectations, but leave no-one behind; detach and rest upon return – repeat. It sounds a bit fantastical because it is. I am part of that late Gen X who watched Jason and the Argonauts, Star Trek, The Goonies, and Misfits of Science (go find that one) among others as a kid, and thought to myself, "That's what I am going to do when I grow-up". Lo and behold, I found my work ethic in them–running my projects, my classes and my departments in expeditionary fashion–all with enough success to feel the fearless confidence that I feel today.

As an individual with a varied skill set and diversity in my experience, I am the "Swiss Army Knife" of my profession. This claim may sound braggadocious, and even comical in a certain way, but I have successfully taken organizations through such unpredictable territories where the "cookie cutters" were utterly useless.

SKILLS AND CAREER HIGHLIGHTS

STRATEGIC LEADERSHIP IN MARKETING & COMMUNICATIONS

- Brookwood Companies: Established and led the first integrated Creative–Marketing department, aligning branding with corporate vision, expanding visibility, and opening new revenue streams.
- ACE Institute of Technology: Guided the institute's brand evolution over 17 years, positioning it as a nationally accredited leader in career-focused education.

INNOVATIVE & IMPACTFUL CREATIVE DIRECTION

- American Friends of Bar-Ilan University: Directed visual storytelling strategies and global fundraising campaigns that elevated donor engagement and broadened institutional visibility.
- Bradford Entertainment Inc.: Developed dynamic creative content for entertainment properties, strengthening audience reach and brand appeal.

RESOURCEFUL PROJECT EXECUTION & BUDGET MANAGEMENT

- Brookwood Companies: Spearheaded the launch of a first-ever e-commerce platform for the textile sector, balancing budget constraints while modernizing sales infrastructure.
- Siscotek Inc. & Wavestek Inc.: Delivered marketing initiatives that maximized impact within tight budgets, demonstrating creative problem-solving and operational efficiency.

ADVANCED TECHNICAL & MAR-TECH PROFICIENCY

- ACE Institute of Technology: Integrated advanced AdTech tools into enrollment marketing strategies while teaching industry-standard creative software to the next generation of professionals.
- Brookwood Companies: Leveraged programmatic advertising, customer data platforms, and analytics to drive precision targeting and campaign optimization.

COLLABORATIVE & TEAM-CENTRIC LEADERSHIP

- Brookwood Companies: Built and mentored a high-performing creative/marketing team, fostering collaboration and professional growth.
- ACE Institute of Technology: Led program development and mentoring that prepared students for successful careers in multimedia and creative industries.

ADAPTABILITY & CONTINUOUS PROFESSIONAL GROWTH

- Diverse Industry Experience: Transitioned seamlessly across industries including textiles, technology, education, and entertainment, adapting expertise to varied organizational needs.
- Lifelong Learning: Earned professional certifications such as Project Plus (CompTIA) and maintained a commitment to continuous skill development across emerging technologies.

BROOKWOOD

American Friends of Bar-Ilan University



SAAD AHMAD KHAN

LET'S CONNECT . . .



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