

ORIGINALSAAD™

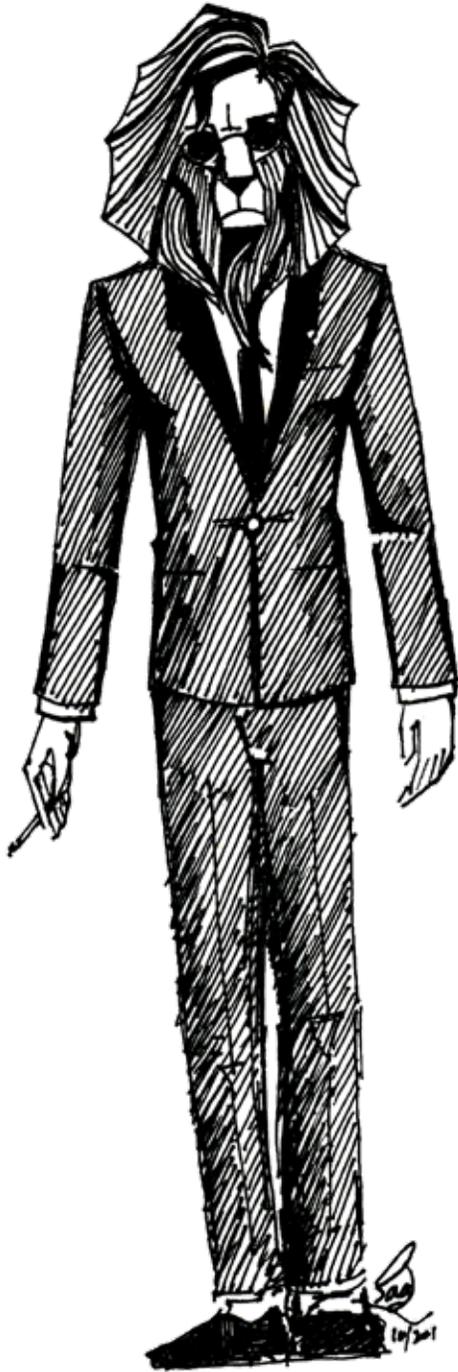
MARKETING
COMMUNICATIONS
& CREATIVE
PROFESSIONAL



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.

SAAD AHMAD KHAN

MARKETING, COMMUNICATIONS, & CREATIVE PROFESSIONAL



Many organizations conflate Marketing, Communications, and Creative — treating them as interchangeable rather than distinct disciplines that need to work in harmony. That confusion creates weak narratives, fragmented execution, and growth that stalls for reasons no dashboard can explain. I work across all three, deliberately and fluently, helping organizations correct that imbalance and use it as an advantage.

I'm effective in environments that are building, scaling, modernizing, or resetting — particularly when clarity is needed across strategy, message, and execution. I can operate as one function, another, or all three, depending on what the organization actually needs. That range isn't accidental; it's how I help teams move forward without duplicating effort or diluting intent.

What I consistently bring to the table is straightforward:

- Strategy that identifies practical goals and fluid pathways to achieve them
- Design and planning that deliver high impact for the audience without unnecessary spend
- Production and execution that reach the finish line decisively — and outperform expectations

My background spans creative craft, technical systems, and modern marketing infrastructure. I'm fluent across visual production, digital platforms, and AI-assisted workflows — not because tools define the work, but because choosing, integrating, and replacing them is part of responsible leadership. I don't serve software. I use it.

My leadership style is expeditionary, but disciplined. I plan carefully, set direction clearly, and trust teams to operate once alignment is established. Over-structuring is often just fear wearing a spreadsheet — but rigor matters. Structure is chosen intentionally, not accumulated by habit. When the environment shifts, I adjust without losing momentum, and I make sure the team arrives intact and ready for what comes next.

I'm sometimes described as a "Swiss Army knife." It can sound casual until the situation stops cooperating and rigid role definitions fail. In those moments, range becomes leverage. I've helped organizations grow by correcting structural blind spots, unifying fragmented functions, and executing with confidence where others hesitate.

ORIGINALSAAD™.com

CAREER HIGHLIGHTS IN LAST 5 YRS

INTEGRATED CREATIVE & MARKETING LEADERSHIP

Brookwood Companies

Built and led a unified creative–marketing function that aligned brand, sales, and execution inside a complex, legacy organization.

NET-NEW GROWTH PLATFORMS

Brookwood Companies

Launched the company’s first direct digital sales platform, establishing a modern growth channel where none previously existed.

LARGE-SCALE BRAND ENVIRONMENTS

Brookwood Companies

Directed physical brand expression across manufacturing facilities and major industry trade shows under fixed deadlines and real-world constraints.

HIGH-SENSITIVITY WORK ACROSS DISTINCT DOMAINS

Brookwood Companies

Led the creation of a PFAS-free performance brand under environmental regulatory scrutiny, while separately operating within a military-contractor environment handling sensitive tactical materials and technologies.

SUSTAINED MULTI-CHANNEL EXECUTION

ACE Institute of Technology | American Friends of Bar-Ilan University | Brookwood Companies

Ran continuous print, digital, video, and communications programs year after year without brand drift or loss of credibility.

COMPLEX IDEAS, CLEAR NARRATIVES

American Friends of Bar-Ilan University

Translated advanced research and institutional priorities into clear, credible materials for donors and public audiences.

OPERATIONAL ENVIRONMENTS & DIRECT EXPERIENCE

CRM & MARKETING AUTOMATION

HubSpot · Salesforce-based ecosystems · Marketo · ActiveCampaign · Klaviyo

Lifecycle design, automation governance, data hygiene, ownership clarity

CREATIVE & ASSET PRODUCTION

Adobe Creative Cloud · Figma

Workflow design, review paths, version control, asset systems

CMS & DIGITAL PLATFORMS

WordPress · Adobe Experience Manager · Shopify · WooCommerce

Live-site stewardship, content structure, performance-aware iteration

ANALYTICS & REPORTING

GA4 · Looker · Power BI

Decision-focused reporting, signal integrity, leadership visibility

3D DESIGN & ENVIRONMENTAL PRODUCTION

Cinema 4D · 3ds Max · Rhino · AutoCAD

Dimensional design, environmental assets, production-aware modeling

FILMMAKING & MOTION PRODUCTION

Premiere Pro · After Effects · Final Cut Pro

End-to-end video workflows, motion systems, post-production discipline

PRINT & PHYSICAL PRODUCTION

Prepress workflows · Color-managed output · Large-format & specialty printing

Production accuracy, vendor coordination, real-world tolerances

AI-ASSISTED PRODUCTION

ChatGPT · Midjourney · Runway

Acceleration without outsourcing judgment

Visit originalsaad.com for detailed case studies.

SAAD AHMAD KHAN

LET'S CONNECT . . .



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ORIGINALS™
VS
CVM

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

