

SHAZIA KHAN

SOCIAL MEDIA WORK



ABOUT ME



Shazia Khan

Hi, I'm **Shazia**, a digital media expert based in Toronto, Canada. I have a decade of professional experience writing, editing and producing great content for audiences of all sizes and interests.

SPECIALTIES

High-level strategy: I can help brands hone a unique social media identity, define their vision and develop a path for success.

Editorial planning: I can set priorities and calendars to make your digital activities efficient and effective.

Creative production: I'm a skilled editor, writer, photo and video editor with nearly 10 years of experience - which comes in handy for making awesome posts.

Campaign management: I've built countless social ads and can advise on what works, what doesn't, how to stand out from competitors and achieve an ROI.

Analysis and reporting: I can take raw data from multiple sources and transform it into clear, actionable insights.

PLATFORMS

I have the most marketing experience on these sites (but have professionally used many more):



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TRAVEL

Bermuda Tourism
Ottawa Tourism
Hong Kong Tourism
Transat
Visit Tampa

TECHNOLOGY

Bell
Best Buy
Sony
Telus

SPORTS

CP Women's Open
Tennis Canada
Toronto FC
Toronto Marlies

FASHION & BEAUTY

H&M
Joe Fresh
L'Oreal
Nordstrom

BUSINESS & FINANCE

CIBC
Desjardins
Manulife
RBC
TD Bank

FILM, TV & BOOKS

Amazon Prime Video
eOne
Fox
Simon & Schuster
Penguin Random House

SOME PAST CLIENTS

HEALTH

Medtronic
Ontario Shores Centre for Mental Health
SickKids
Women's College Hospital

EDUCATION

George Brown College
OCAD
Ryerson University
York University
Young Drivers of Canada

REAL ESTATE & DEVELOPMENT

BILD
Empire Communities
Ontario Greenbelt
Parkbridge Lifestyle Communities
Westbank

NONPROFIT

CAA
Dairy Farmers of Canada
The Scott Mission
Toronto Public Library
United Way

CULTURE & ENTERTAINMENT

Ontario Science Centre
National Capital Commission
Ripley's Aquarium
Royal Conservatory of Music
Stratford Festival

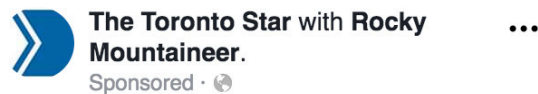
RETAIL

Henry's
Indigo
Lee Valley
Walmart

CLIENT SUCCESS STORY: ROCKY MOUNTAINEER

Objective: Grow awareness and interest in the product - luxury rail vacation experiences through Western Canada - using rich photo, video, interactive graphic and written travel journalism.

Strategy: An expansive social campaign across Facebook, Twitter and Instagram complete with custom audience targets, canvas ads, discoverable hashtags and other amplification tactics to engage potential new and returning travellers.



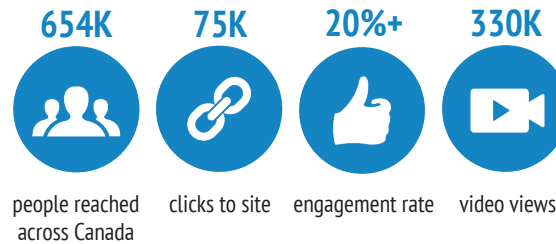
A Canadian couple decided to celebrate their 50th anniversary with a ride through the Rocky Mountains. Here's a glimpse of their experience.



THESTAR.COM

The romance of the Rocky Mountaineer

LEARN MORE

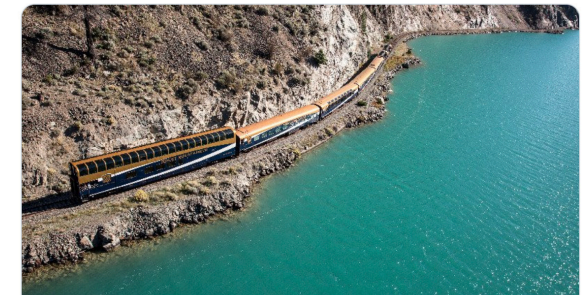


Liked by pinchsocial and others

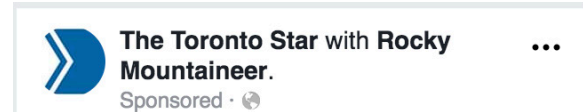
starsponsored Paul Zizka is a photographer based in Banff, Alberta - a shutterbug's dream spot thanks to the epic mountain views. "The light is more flattering from sunrise until an hour after — that golden hour — and the last hour before sunset. That's when the mountains are probably at their best." Swipe right for more of his work, and click the link in bio for more #photography tips in our "Rockies Rail Journeys" section with @rockymountaineer.



Check out these breathtaking @rmountaineer photos to see what a trip through the Canadian Rockies really looks like.



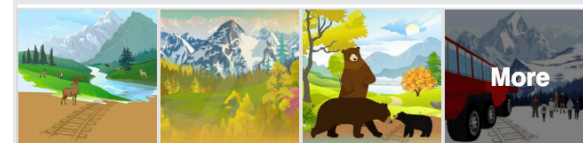
Gallery: Western Canada's wild, photogenic beauty
www.thestar.com



Explore this infographic to learn all the fun facts you never knew about the Rockies.



Spring and fall in the Canadian Rockies: An illustrated guide



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Which of these foods contains the most protein: chicken, milk or eggs? The answer might surprise you.



POWERWITHPROTEIN.CA

Protein 101

The compound does wonders fo...

LEARN MORE



Here are some ideas for meatless protein alternatives that can make a family dinner more satisfying.



POWERWITHPROTEIN.CA

An easy meatless Monday dinner recipe

LEARN MORE



Dietitian Jennifer Sygo explains how to get through your afternoon without resorting to a high-caffeine or sugar fix for energy.



POWERWITHPROTEIN.CA

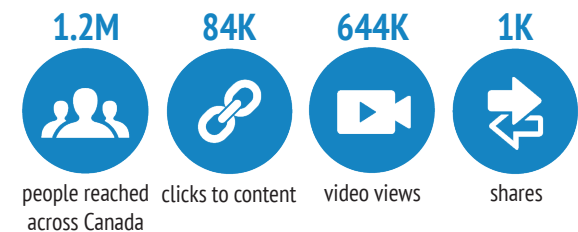
Battling the 3 o'clock slump

WATCH MORE

CLIENT SUCCESS STORY: DAIRY FARMERS OF CANADA

Objective: Raise mass awareness and public education about dairy products - why they're such a valuable protein source for good health - with a responsive custom website, complete with nutritionist-hosted videos, articles and illustrations.

Strategy: Dual "traffic" and "video view" ad campaigns via @TorontoStar on Facebook over a three-month period, closely monitored for performance and engagement to effectively optimize and advise client on appropriate community management.



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Star Content Studio
@StarSponsored

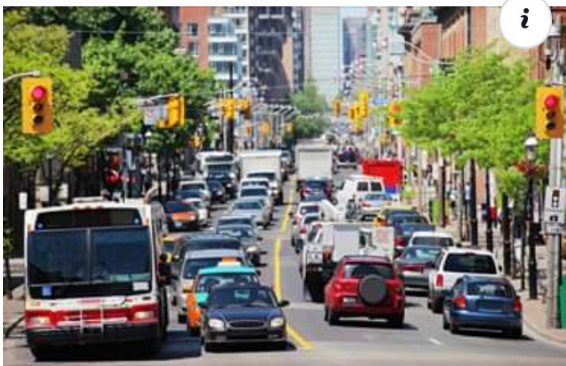
Distracted driving has steep consequences, but many still do it; earlier this year, an Ontarian was pulled over for watching a Leafs game on his phone. #ItCanWait #RoadSafety



Text, drugs and alcohol: What to know about distracted driving
www.thestar.com

Star Content Studio with InsuranceHotline.com.
Sponsored · 🌐

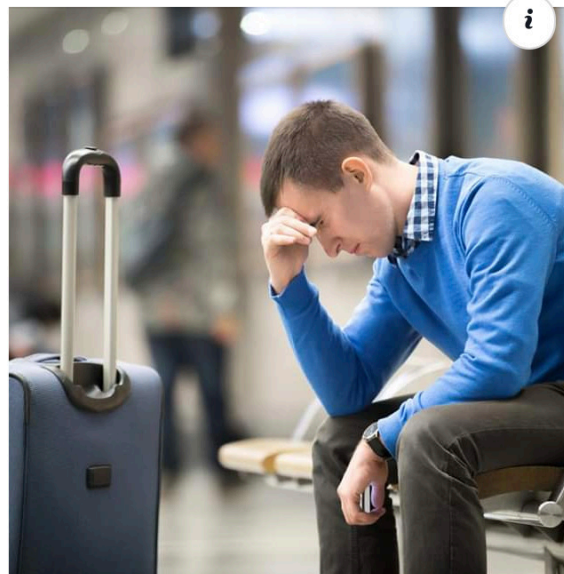
The provincial government is proposing more types of auto insurance, the end of postal code discrimination and more.



THESTAR.COM
How car insurance might be changing in Ontario

Star Content Studio with InsuranceHotline.com.
Sponsored · 🌐

The fallout from delayed or cancelled flights (such as the Boeing 737 Max 8 groundings earlier this year) can result in very real costs for passengers.

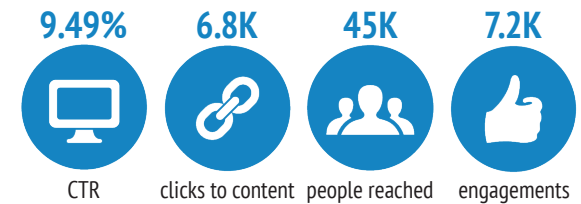


THESTAR.COM
What's the lesson from the Boeing groundings? Read the fine print

CLIENT SUCCESS STORY:
KANETIX

Objective: Grow traffic on client's site, insurancehotline.com, and increase customer consideration by way of timely, relevant news pieces offering financial and insurance advice.

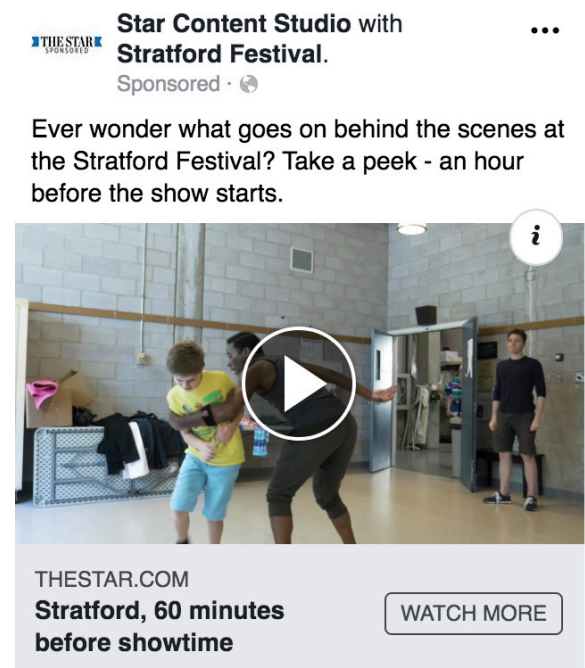
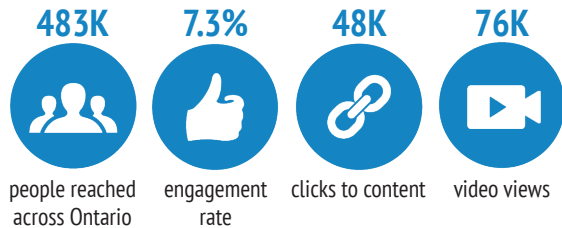
Strategy: Collaborate with Toronto Star editors to analyze site traffic and trends, developing highly relevant article topics based on that data; then through social listening/research, craft current, impactful social copy for wide audience engagement on both Facebook and Twitter.



CLIENT SUCCESS STORY: STRATFORD FESTIVAL

Objective: Strengthen awareness and increase ticket sales for the festival's 2018 season with a variety of multimedia designed to entertain, delight and attract theatre lovers.

Strategy: A five-month Facebook and Instagram campaign targeting Ontarians already familiar with the festival, but highlighting an “unseen look”-behind-the-scenes footage, show previews, backstage access and perks - to reignite their consideration.



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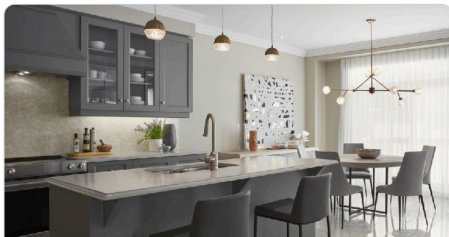


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Watch a model home come to life

Star Content Studio
@StarSponsored

Buying a #newhome? Selecting the final touches can be tricky, but this video produced by @Empire_Living offers some useful advice.



Designer secrets to selecting new home finishes
www.thestar.com

Star Content Studio with Empire ...
Communities.
Sponsored · 🌐

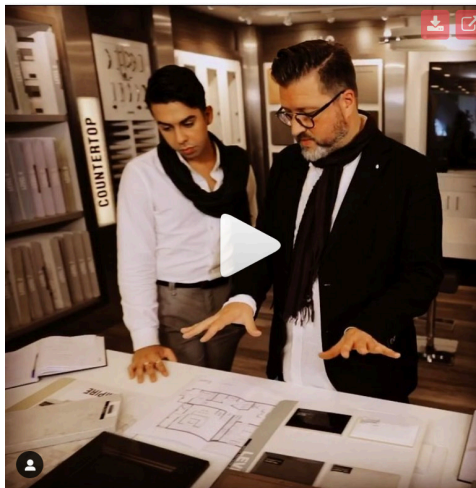
The designers at figure3 are putting the final touches on these staged homes. See how it all comes together.



THESTAR.COM
Watch designers turn a model house into a home

LEARN MORE

starsponsored
Thorold, Ontario



👍 💬 📌

165 views

starsponsored Need some #homeinspo? Interior designers work their magic in this new video series by @empire_living. The experts @figure3design are putting together looks for four different model homes in the Niagara region, ranging from modest to upscale. Watch episode one of "Love Design, Live Empire" right now at the Star (link in bio).

CLIENT SUCCESS STORY: EMPIRE COMMUNITIES

Objective: Drive views to "Live Beautifully," a four-part video series produced by the client to showcase their newly developed community in the Niagara region.

Strategy: A multi-channel campaign across Facebook, Twitter, Instagram and Pinterest, testing various creative techniques (e.g. length cuts, CTAs), scheduled playlists and interest/lookalike audiences to reach prospective homeowners and home-decor enthusiasts.

19K



clicks to watch more on site

150K



people reached across the GTA

70.8K



video views



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<https://www.linkedin.com/in/shaziakhanto>

