

# BILQEES KHAN

BILQEES.CONNECT@OUTLOOK.COM

CAPE TOWN, SOUTH AFRICA

**WHATSAPP:** (+27) 766143922 / **WECHAT:** BILQEES\_K

**COMMUNITY & SPORTS PORTFOLIO:**  
[HTTPS://BILQEESKHAN.MY.CANVA.SITE/BK-SPORTS-PROFILE](https://bilqeeskhan.my.canva.site/bk-sports-profile)

**MARKETING & STRATEGY PORTFOLIO:**  
[HTTPS://BILQEESKHAN.MY.CANVA.SITE/HI-I-M-BILQEES](https://bilqeeskhan.my.canva.site/hi-i-m-bilqeess)

**MODELING PORTFOLIO:**  
[HTTPS://FRMODELS.COM/BILQEES-KHAN/](https://frmodels.com/bilqeess-khan/)

## PROFILE SUMMARY

Beyond my corporate roles, I served as a Volunteer Management Committee Member for FitFam, where I led branding, marketing, and PR initiatives, coordinated community yoga, and created content and design assets. This experience strengthened my ability to build engaged communities and lead cross-functional teams.

Eager to leverage this blend of creative, strategic, and community-driven expertise to deliver impactful brand experiences for global markets.

## HONORS AND AWARDS

- 1st Place Business Category - Free SA Young Leaders
- NY Weekly 40 Under 40 (2025)
- 3rd Place Age Group Winner- Spartan Sprint, Hangzhou, 2020
- Outstanding Foreign Teacher, Kid Castle Educational Corporation, Shanghai, 2019

## EDUCATION

- **MSc - Computer Science & International Business - incomplete**
- **Certification - Business Analytics**  
Harvard Business School Online
- **Certification - Exercising Leadership: Foundational Principles**
- **Certification - Digital Media & Marketing Strategies**
- **Bachelor of Commerce - Marketing & Business Management**  
Damelin - Cape Town

## PROFESSIONAL SKILLS

- Marketing Strategy
- Content Creation
- SEO & Digital Marketing
- AI Integration
- Web Content Development
- Canva
- Project Management
- UX Design
- Content Writing
- Adaptability
- Collaboration

## WORK EXPERIENCE

### Founder

Vision Worx (Oct. 2023-Oct. 2025) Remote

Reason for leaving: Business closure

- Pioneered Vision Worx, a platform established to empower entrepreneurs, leaders, and organizations in achieving their maximum potential.
- Developed and launched an LMS-based online course, complete with comprehensive supporting materials tailored for business owners and executives.
- Partnered with PR agencies to cultivate the brand identity and enhance entrepreneurial recognition.
- Orchestrated an end-to-end marketing strategy, managing all phases from conception through to launch and sustained growth.
- Secured multiple industry honours, establishing the brand as award-winning.

### Content Strategist, Executive (2022-2023)

Binance (May 2020-Jun. 2023) Remote/Paris

Reason for leaving: Unjustly fired

- Reduced design and content delivery delays by 46% within one year through streamlined processes and optimized workflows.
- Collaborated with cross-functional teams to conceptualise and develop high-impact landing pages and marketing campaigns that resonated with global audiences.
- Authored and implemented the UX Tone of Voice style guide, ensuring linguistic consistency and grammatical accuracy across all product and user interface designs.
- Conducted in-depth market research and analysis, presenting actionable insights to refine content strategies and stimulate user engagement.

### Foreign Language Teacher / Marketing Specialist

Flying English Center (Sep. 2019-Apr. 2020) Shanghai

Reason for leaving: New job opportunity in tech role

- Taught English to young learners and conducted reading classes for older students aged 14-15 to strengthen literacy skills.
- Created digital graphics, including teacher testimonials, to promote the school's STEM programs and attract international talent.
- Redesigned Flying English Center's website, incorporating new brand colors, logo, and design templates to enhance user experience and reflect the school's educational impact for foreign recruitment.

### ESL Teacher (Promoted to Senior)

Kid Castle Educational Corporation (June 2018-Aug. 2019)

Shanghai

Reason for leaving: New job opportunity in teaching/marketing

- Taught English to children aged 3-12, improving reading, writing, and speaking skills.
- Designed curriculum focused on American and British English standards.
- Conducted demo classes to showcase teaching skills and encourage parents to enroll their children.

### Point of Sales

COTTON ON (Jul. 2014-Oct.2014) Cape Town

Reason for leaving: Prepared for full-time studies

- Operated the point-of-sale system to process customer transactions with accuracy and efficiency.
- Delivered excellent customer service by assisting shoppers with inquiries, processing returns, and offering product recommendations.
- Maintained a clean and organised checkout area, ensuring seamless operations during peak trading periods.
- Acquired valuable retail experience and strengthened interpersonal and multitasking capabilities.

## VOLUNTEER

### Branding, Marketing & PR Management Committee Member

FitFam (2021) Shanghai

Served on the Management Committee, leading brand strategy, marketing campaigns, and public relations initiatives for the community.

Built and maintained an engaged fitness community, converting casual participants into loyal members through consistent communication and relationship management.

### Yoga Community Coordinator

FitFam (2021) Shanghai

Coordinated community yoga sessions, and fostered an inclusive environment for participants.

### Content Writer/Design

FitFam (2020-2021) Shanghai

Produced engaging content and designed visual assets to promote community events and drive participation.

## WORK EXPERIENCE - INTERNSHIPS

### Marketing Associate

Winson Capital (Apr. 2019-Jul.2019) Shanghai

Reason for leaving: Intern turned to informal part-time work (unpaid)

- Assisted in creating content for social media ads and website blog
- Worked with German financial advisor to create flyer in localized language for German clients
- Developed and executed SEO content strategy maximizing views by 28% (organic and paid)

### Marketing Assistant

Teaching Nomad (Aug. 2018-Feb. 2019) Shanghai

Reason for leaving: Extended my 3 months to 6 months (unpaid)

- Assisted in creating content for social media ads and website blog
- Collaborated with the Director of Teacher Link to produce and edit over a dozen videos for the TEFL course, including testimonials
- Resourced RMB >5000 worth of prizes for the teacher appreciation event

### Marketing Intern

Springbok Atlas (Sep. 2017-Feb.2018) Cape Town

Reason for leaving: Moved abroad (paid)

- Helped the sales team with administration tasks, such as waybills, couriers
- Created layout and campaign proposal for Facebook and LinkedIn
- Implemented Google Analytics
- Assisted National and Branch Managers with various related tasks including client liaison

## WORK EXPERIENCE - PART-TIME

### English Nanny

Momji (Nov. 2023-Jan. 2024) Paris

Reason for leaving: 3 month contract completed

- Provided full-time care for two boys, ensuring their safety, emotional well-being, and engagement in daily activities
- Played English-language activities, including conversation, and reading, to build confidence in language skills
- Picked up the younger child from school and walked him to extramural activities and appointments
- Assisted with monitoring homework completion and created a nurturing, structured environment

### Marketing Associate

Winson Capital (Aug. 2019-Apr. 2020) Shanghai

Reason for leaving: Couldn't meet salary expectations for full-time

- Successfully captured 19% increase of social media followers (specifically LinkedIn) within 2 months of a brand new company page since rebranding - managing all accounts
- Comprised marketing campaigns across social media channels to create and increase brand awareness
- Organized and managed client appreciation event where client testimonials were able to be produced for content/promotion
- Assisted with office admin (Christmas tree decoration, etc)

### Au Pair

Private Family (Aug. 2016-Sep. 2017) Cape Town

Reason for leaving: Started marketing internship

- Developed strong time management and organizational skills by coordinating school pickups, extracurricular activities, playdates, and holiday care for a child, while providing transportation for her friends when needed.
- Fostered trust and communication by adapting to the family's routines and ensuring a safe, supportive, and engaging environment.

### Au Pair

Private Family (Aug. 2015-Jun. 2016 ) Cape Town

Reason for leaving: Au pair no longer needed

- Provided attentive care for two boys, ensuring their well-being, academic support, and engagement in age-appropriate activities.
- Assisted with homework and school projects, fostering a structured and supportive environment for academic success.
- Developed time management and organizational skills by coordinating their schedules, extracurricular activities, and household tasks.
- Built trust and strong communication with the family by adapting to the boys' changing needs and maintaining a positive, respectful relationship.

### Receptionist

Eye to Eye Optometrists (Apr. 2014-Jul.2014) Cape Town

Reason for leaving: New job opportunity

- Managed incoming client calls, coordinated appointment bookings to optimize daily schedules, and served visitors professionally at the front desk.
- Answered and referred inquiries appropriately, monitored the log book, and maintained the telecommunication system.
- Diligently maintained accurate records for prescription collections, ensuring client safety and data integrity.
- Upheld a pristine reception environment, contributed to a positive first impression, and maintained security protocols.

### Wedding Waitress

FG Caterers (2009/2010) Cape Town

Reason for leaving: School

- Waited on guests at wedding events, providing attentive food and beverage service while maintaining a professional demeanor.
- Assisted with table setups, serving courses, and responding promptly to guest needs during high-pressure events.
- Built adaptability and interpersonal skills by working with diverse teams and clientele in varying event environments.