

Asim Farhan (PMP)

Profile

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10 + years of experience in digital project management and Marketing technology. Experienced with large enterprise projects for digital channels, vendor and team management for digital delivery. Data centric approach, Hands-on contributor - very comfortable with front-end development, Sharepoint, Wordpress, SEO tools, Marketing automation technology like Marketo, Hubspot, Salesforce platforms.

Experience:

Senior Marketing Manager, Digital and Technology

Woodbine Entertainment Group October 2015 – Present, Toronto, Canada- www.woodbineentertainment.com

Founded in 1881, WEG is an iconic Canadian brand being the largest operator of horse racing and delivering unparalleled service within its world-class facilities' for hospitality and horse racing.

- Responsible for leading all technology and digital projects for the business groups including websites, mobile apps, CRM, digital rewards programs, large-scale redesigns and development of online tools, interactive features & digital capabilities to respond to Martech needs.
- Leading PM on enterprise projects involved in business requirement scoping, user research, architecture reviews, UAT, controlling budgets and digital delivery with Marketing, IT and technology partners.
- Supporting business in strategy, business case development and managing digital vendor relations.
- Supporting CRM platform integrations and involved in new customer acquisition planning through marketing automation platforms.
- Support and trainings set up for business users on digital products and Email Marketing campaigns.
- Working with brand managers (Hospitality, Wagering, Events, Racing) for optimization of digital marketing campaigns to evaluate ROI and CPA's.
- Establishing and maintaining analytics dashboards for business groups.

Digital Media Manager, Home Marketing Group

Hudson's Bay Company. October 2013 – September 2015, Toronto, Canada - www.thebay.com

Hudson's Bay Company, founded in 1670, is North America's longest continually operated company.

It's leading banners include – Hudson's Bay, Lord & Taylor, Saks Fifth Avenue and Saks Fifth Avenue OFF 5TH.

- Managing digital product development and rollout for two businesses in Hudson's Bay online portfolio; *HBC Gift Registry and Kleinfeld Bridal.*
- Responsible for Gift Registry Mobile App product updates and project managing integration of new features in major releases with teams in Canada, U.S and India.
- Led an Augmented Reality (AR) Mobile physical-digital integration project with HBC's print magazines that let the reader seamlessly integrate with digital experiences through their devices.
- Supporting digital growth through strategy planning, marketing calendar management for Content, SEO, Email campaigns, Display Ads and online media buys.
- Hands-on contributor - Fluent in Adobe suite, CSS, HTML, proprietary IBM and other CMS's.
- Regular Analytics reporting for Web, Mobile App and Email marketing campaigns.

Digital Project Manager/Post-Production

Firvalley Productions Inc. March 2011 – September 2013, Toronto, Canada

Firvalley Productions is an independent media production company in Toronto that specializes in high-end documentary, lifestyle and reality based programming for Canada and USA.

- Leading digital development and production for TV Shows micro-sites.
- Community Manager for Social Media campaigns for Multiple TV Shows
- Preparing Digital Media Funding applications for government and private funding agencies.
- Project manager for all video post-production projects managing post-production teams across U.S, Eastern and Central Canada.

Founder

Allscreen Interactive www.allscreeninteractive.com September 2012 – Present, Toronto, Canada

Allscreen Interactive is a Wordpress design and development agency focused on delivering digital media solutions for the web and mobile geared for small businesses and professionals.

Project Manager/ Assistant Professor

Film & Television department - National College of Arts Sep. 2004 – Nov. 2009, Lahore, Pakistan

The National College of Arts is the oldest and the most reputable arts institution of higher learning in South East Asia. Established in 1875, it has produced renowned South-Asian artists, graphic designers and media personalities.

- Part of core team that set up the first (public sector) media school in Pakistan at the National College of Arts, Lahore
- Successfully procured government funding upwards of \$500,000, helped attract suitable instructors and initiated a wide range of activities that help launch in 2005.
- Project managed the full academic calendar and responsible for teaching resource acquisition, media labs and studio setup and industry integration with the program.
- Multimedia and Video Production instructor for undergrad courses..

Project Manager/ Media Instructor

Media Studies Program (Oxford Board-United Kingdom) April 2008 – Oct. 2009, Lahore, Pakistan

- Successfully launched an Oxford Cambridge U.K Media Studies curriculum fully customized for local educational markets. Set up the Digital Media department complete with a media lab, course instructors, mock exam processes and U.K evaluation administration to launch program in 2008.

Education:

- **PMP (Project Management Professional Certification)** - Project Management Institute (PMI)
- **Masters in Media Production** -RTA school of Media, Ryerson University (Ontario Graduate Scholarship Award)
- **Masters in Multimedia Arts** - National College of Arts
- **B.Sc Engineering** - University of Engineering and Technology (UET)

Interests: Online niche business marketing. Big fan of podcasts namely, Tim Ferris (bestselling author, industry disruptor) James Altucher (Hedge fund manager, author, entrepreneur) and Krista Tippett's (On being).