

Ibrahim Jilani Khan

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EDUCATION

Indiana University, The Media School | Bloomington, IN

Expected May 2028

Bachelor of Arts

Major: Advertising | Concentration: Planning, Strategy and Management

Certifications: Meta Analytics

PROFESSIONAL WORK

Park On Morton | Bloomington, IN

Marketing Lead

August 2026 – Present

- Grew monthly post views from ~800 to 100K+ (100x+) by managing social media and creating content for the property's channels.
- Produced 15–20 marketing assets per month and promoted 5+ marketing and resident events through flyers, social posts and brand-aligned content.
- Won a social media competition against 15 competing properties while growing followers and engagement by 78%.

Leasing Consultant

January 2026 – August 2026

- Closed 7 leases from 30+ prospects by conducting property tours and guiding applicants through the leasing and application process.
- Engaged prospects across phone, digital and in-person channels to move applicants through the leasing funnel and support occupancy goals.

Cichlodian | Franklin, WI

Digital Marketing Intern

July 2024 – Present

- Increased follower engagement by 25% by creating and directing content across Instagram, TikTok, YouTube and Facebook.
- Attracted 100+ new customers by launching promotional campaigns for new arrivals and product offers.
- Developed product visuals, captions and promotional posts to strengthen brand awareness and customer engagement.

Target | Franklin, WI

Customer Service Associate

May 2025 – August 2025

- Handled ~75–100 customer interactions per shift across phone and in-person channels, resolving returns, exchanges and inquiries.
- Supported front-end operations during high-volume periods while maintaining accuracy and organized service workflows.

Jilani Designs | Lahore, Pakistan

Marketing Team Member

June 2021 – August 2021

- Improved campaign effectiveness by 20% by analyzing 10+ competitors and campaigns through market research and consumer insights.
- Executed promotional campaigns with the marketing team for local and international clients.

Mughals Associate | Lahore, Pakistan

Front Desk Attendant & Inventory Auditor

May 2019 – August 2019

- Reduced inventory errors by 15% by implementing a tracking system across 100–200+ inventory records.
- Audited inventory levels, reconciled stock discrepancies and prepared reports to support operational accuracy.
- Served as the first point of contact for clients and visitors, managing inquiries in a professional office environment.

LEADERSHIP EXPERIENCE

Project Manager, PMC (Product Management Club)

January 2026 – Present

- Led a 5-person student team on an IU Student Recreational Sports Center project to improve internal systems.
- Managed 10+ deliverables and milestones through weekly project updates and cross-functional coordination.

Program & Events Manager, MCHC

June 2023 – August 2023

- Organized a community “Back to School” drive for 100+ attendees and community members, providing school supplies to refugee children and supporting patient support programs.
- Coordinated 10+ vendors and volunteers to ensure smooth event execution.
- Planned logistics, scheduling and on-site activities for the event.

SKILLS

Social Media Content Creation | Competitive Research | KPI Tracking | Event Planning | Microsoft Office | Adobe Creative Cloud