**Azma Jalil Khan**

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**Education**

**The University of Texas at Dallas**, *Richardson, TX* August 2020 – December 2023

Master of Business Administration, Marketing

**Austin College**, *Sherman, TX* August 2014 – May 2018

Bachelor of Arts, Psychology

**Employment History**

**Styled by AJK** *Dallas, Texas | London, United Kingdom | Lahore, Pakistan* May 2018 – Present

Founder and Head Fashion Stylist @styledbyajk

* Founded a boutique styling agency that enhances personal/bridal style, sources, and serves as a liaison for US and UK based clients from leading couture houses in Pakistan and India including Sania Maskatiya, Gaurav Gupta, Falguni Shane Peacock, and Rano’s Heirlooms
* Collaborated closely with brands to identify their unique strengths and market differentiators, crafting bespoke styling plans that resonated with their target audiences and maximized their competitive edge
* Used data analytics to diagnose business performance and identify future enhancement opportunities
* Facilitated team planning and interaction to improve productivity and performance
* Developed strategic partnerships with sales teams to analyze and optimize product strengths, ensuring tailored marketing approaches that capitalized on each brand's offerings
* Curated captivating looks that resonated with clients and showcased their unique style identities through personal styling and designing
* Leveraged Instagram as a primary marketing and business tool to showcase work, engage with a wider audience, and secure collaborations with prominent fashion influencers and brands
* Pioneered creative photoshoots and fashion concepts to create brand awareness
* Stayed current with emerging practices in the professional field, sharing best practices and trends to enhance client satisfaction and brand reputation

**Le Closet World,** *Manhattan, New York | Dallas, Texas | Europe | United Kingdom* November 2020 – present

Marketing Manager and Head Stylist

* Collaborated closely with internal teams to align marketing efforts with business objectives, ensuring a cohesive approach that maximized the impact of digital initiatives
* Worked collaboratively with cross-functional teams including Creative, Customer Care, Influencer, Paid Media and CRM
* Create content strategy for brand campaigns and new product launches
* Optimized current social strategies and implement new ones to improve brand presence based on insights and trends
* Leveraged data analytics and social media insights to monitor client behavior, create sales initiatives and platforms, and maintain a competitive advantage
* Played a key role in organizing and representing the brand at industry events, trade shows, and other promotional activities, enhancing brand visibility and reputation
* Collaborated with photographers, stylists, and influencers to curate engaging stories, posts, and concepts that align with the brand’s vision
* Introduced and established regulatory digitalization strategy for several projects leading to a successful organizational digital transformation
* Successfully grew the company's social media presence across various platforms driving organic brand sales
* Conceptualized and executed innovative social media campaigns that resonated with the target audience, resulting in increased brand recognition and heightened market visibility
* Established the company's presence in the international digital landscape and crafting a compelling brand narrative
* Styled clients based on their needs and served as a liaison between client and sales teams
* Fostered relationships with clients for retention using story brand marketing techniques and organic relationship development skills

**Skills**

Fashion Styling, Digital Marketing, Media Relations, Influencer Marketing, Client Services, Brand Development, Sales, Content Strategy, Social Media, Marketing, Public Relations, Strategic Brand Positioning, and Brand Strategy

Language: Fluent in English, Urdu, Hindi and Punjabi; Spanish and Arabic proficiency