

Zain Khan

Brand & Growth Marketing Lead

Dubai, UAE (open to relocating to Saudi Arabia) | hello@zainkhan.me | [linkedin.com/in/01z](https://www.linkedin.com/in/01z)

PROFESSIONAL SUMMARY

Brand and growth marketing lead with global DLT/Web3 experience. Built marketing functions from zero, secured 60+ partnerships, and scaled brands across regions. Now leading an AI-visibility practice and writing a book on GEO/SEO and AI search. Hands-on and outcome-focused.

CORE SKILLS

Brand strategy & positioning | Growth marketing & SEO/GEO | Content & thought leadership | Partnerships & business development | Web3 / DLT marketing | Marketing operations

EXPERIENCE

Founder, Brand & Growth Consultant, OxD LLC

Current

- Leading an AI-visibility practice. Building Promptraise (AI-visibility suite) and Buzzzz Agentic (agentic-AI marketing harness).
- Authoring a book on GEO/SEO and how brands win in AI search.

Head of Marketing (ground-up), Itheum

Dates to confirm

- Built the marketing function from scratch for a global Web3/DLT startup.
- Secured 60+ global partnerships and established the brand across a global market.

Marketing Operations, Cointelegraph

Dates to confirm

- Scaled marketing operations across the UAE for the leading DLT media brand.
- Developed a global events platform and diversified the product line into node infrastructure.

Earlier experience

- Global trade and education background including olive-oil import/trade (Top Buyer, Fiera Milano 2015), EFL/trainer certification, and research consultancy.

EDUCATION

- BSc Biotechnology
- MSc Anthropology
- TEFL / EFL trainer certification

CERTIFICATIONS

- AIQI ISO/IEC 42001 (UKAS)
- L3 Master Trainer - CELPIP/CAEL, PTE
- Red Hat AI Foundations Executive
- Certified Career Coach
- WADA Anti-Doping Official