

Syed Zaeem ul Hasan, BS (CS)

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About Me

An energetic and passionate professional working to be a Digital Marketing Expert. Aiming to use my personal knowledge & professional experience of marketing, sales, business development, consumer research strategies and content writing, effectively & efficiently, to enhance the business & marketing strategies of a company that focuses on growth, development, and expansion of not only the organization itself but of its workforce as well.

Personal Traits		
Adaptability and Creative Problem-Solving. Try my best to go with the flow and embrace change with open arms.	Persistent problem-solver that doesn't shy away from taking failure (or uncertainty) as an opportunity to grow.	Team player who can work well in both teams & individually with 'can-do will-do' attitude. Confident in negotiating relationship-building business agreements focusing on win-win scenarios for both parties.

Education

2018	University of Karachi (UBIT)	BS (CS)
2013	Govt. Degree College Malir Cantt. Karachi	Pre-Engineering
2011	Karachi Public School	Computer Science

Experience

Feb 2016 – Feb 2022 Store In charge (Business Development Manager)
Iqra Medical & General Store, Karachi, Pakistan

- Currently working as Store Incharge (Store Manager), and my services in this role includes but are not limited to sales management, accounts handling & business development.
- During this tenure of about 6 years, I have developed business management & communication skills, decision-making, financial management, public dealing and much more.

Skills

| Accounts Administration | B2B Business Development | B2C Marketing
| Retail Sales Experience | Business Management Solutions | Computational Analysis
| Computer Network Operations | Engaging Public Speaking | Content Writing
| Entrepreneurship | Attention to Detail | Social Media Marketing

Projects

What's Next?

- A location-based service Mobile Application which will be developed under WebServices.
- Let's consider an end-user/client or a smart phone user enters a shopping mall. He then accesses into the vicinity of any floor having outlets/franchises like Nike, adidas, J. or Khaadi etc, the system then invokes the Database and fetches the latest ongoing deals related to these outlets's business.
- By using REST APIs, we can get continuously updates about the end-user's current location.
- As soon as the user leaves the premises of any floor/franchise and enters in a new vicinity like McDonald's, another new pop-up notification is received on user's device about the active deals of McDonald's.

Events & Achievements

PCSC'17

(Pakistan Computer Society Progress 2017)

- Participated as a candidate representing Department of Computer Science (UBIT), University of Karachi (UBIT) in the 3rd International PCSC (IT) Conference.

KUMUN'15

(University of Karachi Model United Nations 2015)

- Winner -Team of Internal Delegation from Department of Computer Science (UBIT), University of Karachi (UBIT) representing Norway w.r.t *United Nations High Commissioner for Refugees (UNHCR)*. Debated on *Human Rights Violation in Palestine*.

Flood '15

(Flash Floods in Pakistan 2015)

- Participated as a volunteer for helping the flood victims of Baluchistan. Assisted team in gathering, managing, and spending donations to the best of our abilities for the flood victims.

ISMO'09

(Inter-School Mathematics Olympiad 2009)

- Winner - Team representing Karachi Public School and won the competition held at Pak-Turk School

Courses

Advanced Digital Marketing & Entrepreneurship course
Diploma in Computer Hardware & Networking (May 2011 – Oct 2011)

Languages

English (Proficient)
Urdu (Proficient)
Sindhi (Spoken)