

*Syed Zaeem ul Hasan, BS (CS)*

Apartment # 220, Hamsah – A, behind Ansar Gallery – Karama - Dubai

**Contact No: +92 3312113600 & +971 50 860 0461**

**Email:** zaeemulhasan@gmail.com

## 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)