

Muhammad Ibtisam

Street-5, Ali Park Phase-1, Multan Cantt
Cell No: 0306-8115515

Email: sceuetian@gmail.com

LinkedIn: <http://www.linkedin.com/in/ibtisam06h>

EDUCATION

MNS University of Engineering and Technology Multan

Aug 2020- June 2024

BSc Chemical Engineering (Department of Chemical Engineering)

Performance Marketing Expertise:

Project Management, Data Analyst, E-Commerce, Virtual Assistant, Amazon (Drop shipping, Wholesale), Digital Marketing, Data Driven Marketing, Social Media Marketing and Management, Brand Management

EXPERIENCE

Artronic Designs (Earbuds Brand): Product Marketing Manager

Feb 2024-May 2024

- Creating their products listing on the Amazon store and ran PPC on them through amazon ads, Google ads and meta to generate leads, I also managed their social media accounts.
- Using Amazon ads, Google ads, Meta and TikTok ads to create ad campaigns.

Lethal Marketings (Marketing Agency): Social Media Specialist

Nov 2023-April 2024

- Worked on the different clients of the marketing agency (which is based in the USA), handling their accounts and doing marketing and management for them.
- Using meta and TikTok ads to create ad campaigns. Also used their TikTok shop for a very short period to generate leads.
- Managing their social media accounts which included their Models, Influencers, Business and Brands accounts.

Boomin Media (Sports Marketing Agency): Social Media Manager/ Content Creation specialist

Dec 2023-March 2024

- Worked on the different clients (based in North America) of the sports persons and players of the Basketball and other sports.
- Using their meta and social media accounts to manage and get them to collabs with Brands, Clubs and Franchises.

Office Green USA (Remote): Assistant Project Manager

Sep 2022-Jan 2023

- I was responsible for managing projects at Office Green. In the period at Office Green I had completed 3 projects in which Project plant pals are best from all rest ones.

Sauce And Spoon Co. USA (Remote): Project Manager

Jan 2023-Jul 2023

- As a Project Manager at Sauce and Spoon Co. I have successfully led various projects, including implementing menu Tablets, managing marketing campaigns, and streamlining inventory processes.
- With strong project management skills, I efficiently coordinate cross-functional teams, ensure timely delivery, and address challenges effectively.

Expert Commerce Solution (Software House): Virtual Assistant

Feb 2021-Jul 2021

- Work on E-Commerce to manage online business accounts.
- Performed Data analysis on sales data to understand market trends and design marketing activities accordingly.

PROJECTS

- NETSOL Marketing Project (2022):** Lead Generation Using Google Ads
NetSol, a software company based in Lahore, is working on a project that requires data from the Developers around the region by form submission. Then my manager asked me to run a Lead Generation ad campaign on Google Ads for 6 weeks with a specific budget to gather data like Name, Email, and Work Experience in the Lahore region.
- Office Green, Project Plant Pals and Virtual Verde (2023):** Project management by using Asana and Spreadsheets
Completed my Office Green Project (Plant pals) in which I was a Project Manager to launch a new plant at Office Green which is named as a Plant pals.
- Sauce And Spoon Co. Menu Tablet Launch (2023):** Project management by using Asana and Spreadsheets
The project aims to introduce interactive menu tablets at Sauce and Spoon restaurant branches to enhance the dining experience. The restaurant anticipates significant benefits by leveraging technology to offer a seamless and engaging dining experience for its patrons.

ADDITIONAL SKILLS AND EXPERIENCE

- Good at data visualization and presentation using Power BI, Canva
- Proficient in Microsoft Project, Excel, PowerPoint, Word, Asana, Jira, Trello.
- Strong verbal communication (English, Urdu, Punjabi), negotiation power, time management and teamwork ability
- Experienced Facebook & Instagram marketer (SMM), Meta, ChatGPT (training GPTs), Prompts, Keyword searching, Google AdWords (DMM), Google Analytics, Keyword searching, SEO enabled, Content writing.
- Experienced E-Commerce business development, PPC, Virtual Assistant (Amazon, eBay, and Walmart), Amazon (Drop shipping, Wholesale).

EXTRA CURRICULAR

- AUAP(Association Of Universities Of Asia and the Pacific) Speech Competition (2021):** Representing My University
- Director Media, Marketing and Publicity (UET Multan):** Responsible for designing & implementing online/offline Social Media marketing campaigns.
- UET Multan (2021):** Event Manager, Social media manager, Event Organizer, Discipline In charge.
- Punjab Culture Day Event in UET Multan (2021):** Event Manager at UET Multan for Punjab culture day week

INTERESTS

- Sports, Video Gaming, Hiking