

Mohamed Aasim

1490 Woodall Trce 30004, GA • (347) 616-3656 • aazi.razan@gmail.com • [LinkedIn](#) • [Portfolio](#) • [Certificates](#)

EDUCATION

PACE University, Lubin School of Business <i>Master of Science, Social Media and Mobile Marketing, 3.8</i> Club(s): Project Navigator Student network, Pace Iftar Initiative Coursework: Hulu Project	<i>New York, NY</i> 2023 - 2025
CMR University, School of Science <i>Bachelor of Science, Game Design and App development, 3.10</i> Club(s): Friday Game Jams, The Board Games Club Coursework: GOTY submission at IGDC	<i>Bangalore, IN</i> 2019 - 2022

WORK EXPERIENCE

Khan's Kitchen <i>Restaurant Manager</i> <ul style="list-style-type: none">Oversaw day-to-day operations at a high-volume restaurant, enhancing operational efficiency and compliance by optimizing staffing and inventory management and ensuring adherence to health and safety regulations, resulting in a 40% improvement in workflow efficiency.Managed and motivated a diverse team of staff through strategic recruitment, training, and performance evaluations, boosting service levels and customer satisfaction by 30%.Enforced stringent food safety and workplace health standards through regular inspections and comprehensive staff training, maintaining a consistently safe and hygienic dining environment that surpassed health inspection scores by 95%.Streamlined communication with customers, team members, and suppliers, facilitating smooth restaurant operations and sustaining high-quality dining experiences, which increased overall customer retention by 25%.	January 2024 - Present <i>Atlanta, GA</i>
Simplex Pharmacy <i>Associate Project Manager</i> <ul style="list-style-type: none">Directed a dynamic team of 8 in handling billing, prescription processing, and customer interactions, enhancing service delivery and operational efficiency by 30%.Initiated career in supply chain management, optimizing pharmacy logistics and distribution processes, resulting in a 25% improvement in product availability and a 15% reduction in customer wait times.Earned a rapid promotion to Associate Project Manager within three months due to outstanding leadership capabilities, enhancing project delivery speed by 20% and team productivity by 35%.Increased monthly revenue to ₹1 million by implementing strategic project management practices that maximized financial performance and business growth by over 50%.	May 2023 - October 2023 <i>Brooklyn, NY</i>
Hardware Shack <i>Founder</i> <ul style="list-style-type: none">Developed and managed the product roadmap for Hardware Shack, leading to 10,000 downloads on the Google Play Store and establishing it as the largest construction e-commerce platform in India.Spearheaded a strategic partnership with Ghani Ali, resulting in the opening of a three-storey showroom, significantly expanding the brand's physical market presence.Directed strategies that generated ₹56 lakhs in revenue for Hardware Shack, while maintaining an average rating of over 4 stars from more than 100 Play Store reviews.Increased daily site traffic to over 10,000 visitors through targeted marketing and SEO enhancements, significantly boosting customer reach and engagement.	October 2021 - Present <i>Bangalore, IN</i>

PROJECTS

- Hulu Project** (Marketing Research): Conducted research aimed at optimizing Hulu's marketing strategy to boost user growth and profitability in a highly competitive market.
- Marker Man** (Product Manager): Led the development of a 2D sketch-style platformer for the India GDC, enhancing design and engagement through agile methodologies and user feedback.
- Covid-19 Awareness Q&A bot** (Developer): Developed a healthcare website providing critical COVID-19 information, integrating a Q&A bot on Azure Cloud to address visitor inquiries effectively.

HONORS & SKILLS

Certifications: Six Sigma White Belt, Gen AI Overview for PM, UX by CalArts, Google Digital Marketing
Skills: Interaction Design, Wireframing, Prototyping, Data Visualization, User Interviews, Competitive Analysis
Tools: Jira, Google Suite, Notion, Figma, Pendo, Adobe Xd, Sketch, Balsamiq