ASHTER HAIDER NAWAZ

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EDUCATION

Forman Christian College University — Lahore, Pakistan
Bachelor of Business Administration (Marketing & Sales) — *2020 – 2024*

Lahore Grammar School — JT — Lahore, Pakistan
O & A-Levels — *2016 – 2020*

PROFESSIONAL EXPERIENCE

Editor-in-Chief, Foman Management Review — Oct 2023 – Oct 2024
FCCU School of Management — *Lahore, Pakistan*

- Pioneered the conception and launch of FCCU School of Management's first ever magazine publication. Managed the end-to-end execution, including roadmap planning, team coordination, and stakeholder communication. Link to magazine
- Led a cross-functional team of 12 individuals from ideation to execution; including managing diverse stakeholders, designing, interviewing professors/alumni/professionals, outreach, writing, and editing.
- Secured sponsorship from alumni (80% of funding), grew social media presence by 40% on LinkedIn and 35% on Instagram, achieving an average 7.5% CTR across digital platforms.

Strategy Intern — Jun 2023 – Aug 2023
IAL Saatchi & Saatchi — *Lahore, Pakistan*

- Developed competitive analyses, consumer research, category research, insight mining, presentation design, and collaborated across teams to deliver creative briefs for Saatchi's clients.
- Assessed the viability of a Threads account for key clients when Meta first launched the app, presenting findings to the team. LINK
- Served clients including: CCL, Wateen, RiDE, CBL, Sabroso, Packages, Nestlé Everyday, and National Foods. LINK1—LINK2

PROJECTS

Hostel Booking Platform | *PHP, HTML, TailwindCSS, jQuery, SQLite*

- Developed and launched a hostel booking website for students in Lahore as a course project.
- Lightweight and efficient solution integrating PHP, TailwindCSS, and SQLite. Repository Link

Life Expectancy Calculator | *Python, Flask, Jinja, SQLite, JS, CSS, HTML*

- Created a viral web app to calculate life expectancy based on age, gender, and country of birth, featuring a countdown display.
- Attracted 30,000 users in 24 hours on Reddit, demonstrating the ability to create viral, user-friendly digital solutions.. Repository Link

Image Text Inverter Web App | *Python, Flask, Jinja, SQLite, JS, CSS, HTML*

- Built a tool to invert white backgrounds and black text into black backgrounds with white text for images. Repository Link

A/B Testing | *Google Analytics 4, Google Tag Manager, GrowthBook*

- Configured GA4 and GTM to gather data on bounce rates, signups, and conversions.
- Implemented GrowthBook's A/B testing to measure control vs. variant performance.
- Deployed Hotjar and Microsoft Clarity for heatmaps, user mapping, and journeys.

Personal Website | *HTML, TailwindCSS, JavaScript, GitHub Pages*

- Developed and maintain a portfolio site showcasing projects, interests, and future ambitions.
- Planned PHP and SQLite backend integration for advanced functionality. LINK

AI Product Photography | *Flux by BlackForestLabs, Stable Diffusion, FalAI, Replicate APIs*

- Fine-tuned AI models to generate realistic, high-quality product images.
- Delivered AI-driven e-commerce product photography solutions. LINK1—LINK2

PROJECTS IN PROGRESS

AI Model Photography & Video Tool for E-commerce
- Developing a SaaS tool for e-commerce brands to generate high-quality, realistic fashion models and clothes using open-source AI models via APIs.

HowSafeIsLahore?
- Creating a safety visualization platform for Lahore using PHP, TailwindCSS, HTML, jQuery, and SQLite to map and display safety-related data.
- Managing end-to-end product lifecycle including requirements gathering, technical development, and stakeholder feedback integration to ensure user-centric design.

AI Agents for Business Process Automation
- Building AI agents to automate bottleneck business processes, exploring inventory management, customer support automation, and personalized marketing workflows.

ADDITIONAL EXPERIENCES

- **Hosting for FICBI**
  Hosted Forman International Conference on Business and Innovation, FCCU's largest annual conference.

- **Freelance Website Development**
  Designed and developed websites for friends and clients, meeting varied personal and business needs.

- **Coca-Cola Brand Audit & Campaign**
  Conducted a performance audit of Coca-Cola in Pakistan; created a 3D-modeled brand campaign. [LINK](#)

- **Stylo Campaign Pitch**
  Designed a creative marketing campaign for Stylo's wedding season collection. [LINK](#)

- **Brand Wars – Best Debater**
  Awarded Best Debater during a group debate competition at university.

- **Weekly Newsletter Writing**
  Publish a weekly Substack on startups, personal growth, podcasts, culture, and AI (50–100 views per issue). [LINK](#)

- **Leadership**
  Always held a leadership position in teams, group assignments, or event management.

LICENSES & CERTIFICATIONS

Harvard's CS50x: Introduction to the intellectual enterprises of computer science and the art of programming.

CXL's Conversion Optimization: A/B Testing Mastery, Statistics for AB Testing, Applied Neuromarketing, Customer Journey & Segmentation for Ecommerce, GA4 Audit, GTM, Heuristic Analysis, Digital Psychology & Behavioral Design, etc.