

MUHAMMAD KAMAL

Bookkeeper | Graphic Designer | Digital Marketing | Web Developer
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SUMMARY

Passionate business student with hands-on experience in community engagement and event coordination. Skilled in bookkeeping, digital marketing, data analysis, and content creation. Proficient in tools like Microsoft Excel, Canva, CapCut, Python, and MySQL. Eager to contribute in dynamic environments that value creativity, organization, and analytical thinking.

WORK EXPERIENCE

Volunteer at Lincoln Corner, Sargodha APR 2025 - Present

- Assisting in planning, hosting, and managing educational and community-focused events.
- Engaging with visitors and coordinating logistics for sessions.

Event Management

2nd Annual CEO Forum – MFKNBS, University of Sargodha APRIL 30, 2025

- Acted as liaison between sponsors, faculty, and student-led startups to ensure seamless coordination.
- Managed startup table allotments and resolved on-site issues for exhibitors and guests.

Volunteer – SEE Pakistan Regional Round July 10, 2025

Waheed Wain Incubation Center, University of Sargodha

- Supported the organization and execution of the regional round of SEE Pakistan, one of the largest platforms for youth-led entrepreneurial ventures.
 - Assisted with registration, participant coordination, and event logistics to ensure a smooth experience for attendees and judges.
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CERTIFICATIONS (TOP HIGHLIGHTS)

Selected from 50+ certifications earned via Coursera

- Business Analytics with Excel: Elementary to Advanced
 - Data Analysis and Visualization with Python
 - Digital Marketing Strategy
 - Supervised Machine Learning – Regression and Classification
 - Excel Time Series Models for Business Forecasting
 - Foundations of Project Management
 - Programming for Everybody (Python)
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EDUCATION

Bachelor of Business Administration Sep 2023 - Present

University of Sargodha

4th Semester Completed with **3.77 CGPA**

FSC Pre-Medical Feb 2020 - Feb 2022

Reader Group of College, Sargodha

Completed with 845/1100

TECHNICAL SKILLS

- Business Tools: MS Excel (Advanced), MS Word, PowerPoint, Google Workspace
- Data & Analysis: Power BI, Python (Pandas, Visualization), MySQL, Data Cleaning
- Marketing & Branding: Social Media Marketing, Digital Campaigns, Canva
- Development: Basic HTML/CSS/JS, Git (Version Control)
- Project & Operations: Project Planning, Bookkeeping, Financial Reporting
- Creative Tools: CapCut (Video Editing), Canva (Visual Design)