

MUHAMMAD KAMAL

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SUMMARY

Business Administration student and Startup Co-Founder, bridging the gap between management strategy and technical data analytics. With strong proficiency in Python, SQL, and Power BI, I apply data-driven insights to solve real-world business problems. Passionate about building digital communities and implementing automation strategies for organizational growth.

WORK EXPERIENCE

Social Media Manager Intern | Public Administration Association of Pakistan Aug, 2025 - Present

- Spearheaded LinkedIn strategy, growing the community to 1,000+ organic followers via 160+ strategic posts, utilizing monthly analytics to optimize engagement.

Co-Founder & Lead Strategist | TriSyn Media Nov 2025 - Present

- Co-founded a digital agency, leading a team of three to deliver data-driven brand strategies, web design, and AI-powered automation solutions.

VOLUNTEER WORK EXPERIENCE

Ambassador - Lincoln Corner, University of Sargodha Apr 2025 - Present

- Assisting in planning, hosting, and managing 50+ educational and community-focused events.
- Engaging with 8000+ visitors and coordinating logistics for sessions.

Ambassador - Bano Qabil, Alkhidmat Foundation Nov, 2025 - Present

- Executed awareness campaigns to register 150+ candidates and 15+ volunteers, while coordinating with a team of 500+ to invigilate a mega-scale aptitude test for 10,000+ students.
- Evaluated 2,000+ exam papers to compile result analytics, earning a fully funded sponsorship to the International Volunteer Day (IVD 3.0) Conference in Islamabad as a top-performing volunteer.

SMM / Head | Media Society - MFKNBS, University of Sargodha Dec, 2025 - Present

- Administered the official Facebook page and directed a team of 8, solely designing all visual assets (banners, flyers) while acting as the final quality gatekeeper for all published content.

Event Management | 2nd Annual CEO Forum – MFKNBS, University of Sargodha Apr 30, 2025

- Acted as liaison between sponsors, vendor's, faculty, and 60+ student-led startups.
- Managed startup table allotments and resolved on-site issues for exhibitors and guests

Event Management | SEE Pakistan - Waheed Wain Incubation Center, UOS July 10, 2025

- Supported the organization and execution of the regional round of SEE Pakistan.
- Assisted with hosting, coordinating 100+ student-led startups.

Event Management | 3rd ICSB-2025 - MFKNBS, University of Sargodha Dec 17-19, 2025

- Supported the organization of 3rd International Conference on Sustainable Business Development.
- Acted as a liason between sponsors, vendors and faculty.

TECHNICAL SKILLS

- Data & Analytics: SQL (MySQL), Power BI, MS Excel (Advanced), Python (Pandas, Visualization).
- Digital Strategy: Social Media Marketing, SEO, Brand Identity, Content Strategy, AI Automation.
- Business Operations: Financial Reporting, Bookkeeping, Project Management, Google Workspace.
- Creative & Dev: Git (Version Control), Basic HTML/CSS, Canva, CapCut.

CERTIFICATIONS (TOP HIGHLIGHTS)

Selected from 50+ certifications

- Intuit Academy Bookkeeping Specialization – Intuit
- From Excel to Power BI – Coursera
- Digital Marketing Strategy – Coursera
- Foundations of Project Management – Google
- Business Communication and AI for Professionals – LUMSx
- Python for Everybody Specialization – University of Michigan
- Data Analysis and Visualization with Python – Coursera

EDUCATION

University of Sargodha, Bachelor in Business Administration (2023-2027), 4th Sem 3.77 CGPA