

# 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

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|--|----------------------------|
| <b>Social Media Manager Intern   Public Administration Association of Pakistan</b>   | <b>Aug, 2025 - Present</b> |
| • Spearheaded LinkedIn strategy, growing the community to 1,000+ organic followers via 160+ strategic posts, utilizing monthly analytics to optimize engagement. |                            |
| <b>Co-Founder &amp; Lead Strategist   TriSyn Media</b>   | <b>Nov 2025 - Present</b>  |
| • 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

|  |                            |
|--|----------------------------|
| <b>Ambassador - Lincoln Corner, University of Sargodha</b>   | <b>Apr 2025 - Present</b>  |
| • Assisting in planning, hosting, and managing 50+ educational and community-focused events.   |                            |
| • Engaging with 8000+ visitors and coordinating logistics for sessions.  |                            |
| <b>Ambassador - Bano Qabil, Alkhidmat Foundation</b>   | <b>Nov, 2025 - Present</b> |
| • 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. |                            |
| <b>SMM / Head   Media Society - MFKNBS, University of Sargodha</b>   | <b>Dec, 2025 - Present</b> |
| • 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.   |                            |
| <b>Event Management   2nd Annual CEO Forum – MFKNBS, University of Sargodha</b>  | <b>Apr 30, 2025</b>        |
| • 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   |                            |
| <b>Event Management   SEE Pakistan - Waheed Wain Incubation Center, UOS</b>  | <b>July 10, 2025</b>       |
| • Supported the organization and execution of the regional round of SEE Pakistan.  |                            |
| • Assisted with hosting, coordinating 100+ student-led startups.   |                            |
| <b>Event Management   3rd ICSB-2025 - MFKNBS, University of Sargodha</b>   | <b>Dec 17-19, 2025</b>     |
| • Supported the organization of 3rd International Conference on Sustainable Business Development.  |                            |
| • Acted as a liaison between sponsors, vendors and faculty.  |                            |

## TECHNICAL SKILLS

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|---|
| • 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

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| • 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), 4<sup>th</sup> Sem 3.77 CGPA