

# BAKHTAWAR MAZHAR

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## EDUCATION

**Lahore University of Management Sciences: BS Economics & Mathematics**

August 2022 -Present

**CGPA: 3.4**

Relevant Courses:

Principles of Economics, Linear Algebra with Differential Equations, Writing and Communication, Computational Problem Solving, Calculus I and II

**Bloomfield Hall School Sahiwal**

August 2018 – May 2022

A-Levels: 3A\* 1A (Award and Honors: 80% Merit Scholarship)

O-Levels: 8A\*

## EXPERIENCE AND EXTRA-CURRICULAR

**Mahbub ul Haq Research Centre at LUMS – Marketing Intern**

**January 2024 – Present**

- Leveraged SEO and analytics tools to enhance website performance, resulting in a 20% increase in website traffic and doubling online visibility within three months.
- Launched a social media campaign showcasing state-of-the-art research projects, resulting in a 35% increase in audience engagement.
- Spearheaded with a cross-functional team to formulate and execute targeted strategies aimed at amplifying the center's research impact, leveraging data-driven insights and audience segmentation to tailor content for diverse stakeholders.

**The Dance Society of LUMS – Assistant Director of Human Resources**

**July 2023 – Present**

- Recruited, led and mentored** a team of 13 members- fostering communication and team projects.
- Developed and **managed Google Forms** for efficient data collection, improving the accessibility of society information. Maintained collected data in **comprehensive Excel spreadsheets**.
- Innovated by introducing a **feedback mechanism**, helping steer the society in the right direction while making members feel heard.

**Event Head**

**October-December 2023**

- Successfully planned, executed, and hosted "Take The Stage" event, attracting 2000 attendees and featuring 75 performers, exemplifying organizational and leadership excellence in managing a large-scale event, resulting in a highly successful and well-received program.
- Conceived and implemented comprehensive promotional strategies, including social media campaigns and strategic partnerships, contributing significantly to the event's widespread visibility.
- Directed all logistical aspects of event production and successfully secured sponsorships worth PKR 100,000, ensuring a seamless experience and financial support.

**LUMS Entrepreneurial Society – Manager Media and Design**

October 2022 – May 2023

- Edited pictures** for the LES Instagram page, showcasing Photoshop and Lightroom skills, working with a team of 15 individuals.
- Storyboarding, shooting, event coverage and acting** experience for event promotional videos.
- Logo designing** for various society events.

## PROJECTS/RESEARCH

**Computational Problem Solving Project – Tic Tac Toe Game with AI**

**December 2022**

- Developed a fully functional Tic-Tac-Toe game** using C++, implementing both two-player and player vs. computer modes, demonstrating **proficiency in C++ programming and logic design**.
- Designed an **interactive user interface** by utilizing 2D arrays to display the game board, allowing players to input their moves and see the game progress in real time.
- Implemented **advanced game features**, such as dynamic turn switching between players and an intelligent computer opponent using a random move and strategy-based logic, demonstrating problem-solving skills and algorithmic thinking.

**Electrical Engineering Laboratory – Rainfall Estimation and Mapping using Geospatial Data Analysis**

**May 2023**

- Directed a team of 3 in a project to estimate Namal Valley rainfall using a sensor network, producing 20+ geo- bubble plots and implementing Kriging predictions in MATLAB.
- Accurately represented rainfall data across 60 sensor locations, enhancing prediction accuracy by 30% and reducing error margins by 15%.

## ADDITIONAL SKILLS

- Adobe Photoshop | Lightroom | Canva | Microsoft Office Suite: Word, Excel, PowerPoint
- Python | C++ | MATLAB
- Proven Leadership Effectiveness | Research | Strategic Analysis Proficiency | Social Media Management | SEO Content Optimization