Mustafa Ispahani

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Personable and astute individual with time-management and collaborative skills developed through project developments and volunteer engagements. Highly coherent, and confident working with diverse cultures and situations in which cultural awareness and appreciation are integral. Knowledgeable and keen individual with problem-solving skills. Committed to use of technology to deliver lasting benefits for the world.

Work Experience/Internships

Sonali Bioplastics   San Jose, CA, USA

Marketing Manager   February 2022 – September 2022 (*Remote/Full time*)

- ✓ Led marketing campaigns to increase the Company's recognition and sales.
- ✓ Induct Marketing Intelligence tools to analyze company buyers and the ideal persona.
- ✓ Repositioned company's landscape to challenge competitors and compete in different markets.
- ✓ Developed product positioning and messaging that resonate with the Company's target buyer personas.
- ✓ Implemented a marketing plan for the Company's products for the Financial Year 2022.
- ✓ Created interactives and blogs to inform the masses on the seriousness of climate change and highlighted the necessity for action against single use plastics. Increased overall engagement by 1100%.

MyBook Qatar   Doha, Qatar

Software Engineer   July 2021 – October 2021 (*Remote/Internship*)

- ✓ Provided interactive software solution to a digital loyalty and reward solutions service.
- ✓ Tested troubleshooting methods to devise innovative solutions, and documented resolutions for inclusion in knowledge base for support team use.
- ✓ Researched, designed, and implemented scalable applications for identity verification, extraction, analysis, retrieval, and indexing.
- ✓ Conducted regression testing, analyzed results, and provided observation for improvements in online payment solutions.
- ✓ Gathered data on integration and vulnerabilities to resolve issues including improvement recommendations.

Education

University of the People   Pasadena, CA, USA

Bachelor of Science in Computer Science   In Progress

(CGPA 3.44 / 4.0)

- ▪ A senior student

Activities
- • Student Ambassador

A concentration in Data Security, Algorithms, and Software development within Computer Science major. Learned lots of industry relevant skills like problem solving and Time Management. Also, made a broad array of connections hailing from 94 countries and 6 continents of the world.

Research & Publications

Ispahani, M., Asar, A. (2022). *Impact of Educational Policy on Development of Pakistan* [Manuscript submitted for publication].

Skills/Interests

Technical Skills: JavaScript/HTML/CSS, Adobe Studio, Figma, React Native, SQL, R, Git, Python, SEO, Email Marketing/Automation, Data Visualization, Marketing Funnel, CMS.

Soft Skills: Communication, Critical Thinking, Problem Solving, Creativity, Analytical, Time Management, Collaborative, Teamwork, and Interpersonal Skills.

Language: Fluent English/Urdu, Beginner Korean/Arabic.

Interests: Enjoy workouts, Love to Travel, listen to music, make friends, and discover nature. Also, enjoy watching Guinea Pig videos.