



# OSAMA bin ADNAN

Digital Marketing Professional  
Textile Marketing Background  
Aspiring Cloud Applied Generative Engineer

## About Me

I am a versatile professional with a solid foundation in textile marketing and merchandising, holding a Bachelor's in Textile Engineering and an MBA in Marketing. As a Certified Digital Marketer, I've honed my skills in digital strategy and online brand enhancement. Currently, I'm transitioning into Cloud Applied Generative Engineering to stay at the forefront of technology. My goal is to blend marketing expertise with full-stack development to create dynamic digital solutions. I'm seeking opportunities where I can leverage my diverse skills to drive innovation and growth.



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[LinkedIn](#)



[GitHub](#)

## Communication

- English
- Urdu

## Experience

### Marketing Merchandiser

*Feroze 1888 Textile Mills | 2019 - 2023*

- Working with different customer during my tenure at Feroze 1888 i.e. LIDL, LI & FUNG, PEPCO, Marubeni, H&M, Konimpex, Kinzler, and Zeeman
- Working on order execution from preparation of order planning sheets to ensuring on time shipment
- Communicate externally and internally with various departments. Trims requirement generation; follow up and in-housing on time.
- New product developments, samples developments, samples follow up and execution
- Working on Control Union portal to generate Transaction certificate for Organic products, H&M supplier portal for various purposes and BVCPS portal to raise online TRF for H&M product testing

### Production Supervisor Printing Department

*Yunus Textile Mills | 2016 - 2017*

- Responsible to ensure the efficient running of SOP for the complete printing production cycle.
- Devising ways to improve the manufacturing process to ensure higher- quality goods
- Supervising Production floor operations and providing visibility to the Management in terms of production
- Prepares work schedules to ensure efficient operations. Maintains knowledge of processes and equipment.

### Management Trainee Officer Local Dyeing

*Al-Karam Textile Mills | 2011 - 2014*

- Manage recipe with Manage recipe with supervisor and shift in charge for dyeing and assist supervisor in color matching.
- Production planning with shift in-charge and help in making decision what will have to run on machine in next 24 hours
- Making liquor and dyestuff for dyeing and chemical padding of fabric. Inspection of fabric in term of quality.
- Controlling panel operating machines i.e., Pad Steam and Pad Thermosol

## Skills

WordPress Dev	<div><div></div></div>	85%
Elementor	<div><div></div></div>	90%
SEO	<div><div></div></div>	82%
Affiliate MKT	<div><div></div></div>	84%
SMM	<div><div></div></div>	85%
Ecommerce	<div><div></div></div>	88%
Freelancing	<div><div></div></div>	91%
Google Ads	<div><div></div></div>	93%
Lead generation	<div><div></div></div>	84%
Email Marketing	<div><div></div></div>	90%
Dropshipping	<div><div></div></div>	85%

## Programming Language

TypeScript	<div><div></div></div>	90%
HTML	<div><div></div></div>	81%
CSS	<div><div></div></div>	75%

## Education

### MBA Marketing

*IQRA University North Campus | 2019 - 2023*

- Scored 3.57 CPGA out of 4.0
- Did research project on "**A mediated model to investigate the impacts of social media marketing activities on customer purchase intention.**"
- Elective subjects are *Digital Marketing, Advertising & Brand Management and Channels And Distribution Management*

### BS Textile Science and Engineering

*Karachi University | 2008 - 2012*

- Scored 3.48 CPGA out of 4.0
- Specialization in 'Wet Processing'.
- Elective subjects are *Pretreatment, Dyeing, Printing and Finishing*

## Certifications

### The Fundamentals of Digital Marketing

*Google Digital Garage | 2021*

[Click to see certificate](#)

### Freelancing

*DigiSkills.pk | 2022*

[Click to see certificate](#)

### Graphic Designing

*DigiSkills.pk | 2022*

[Click to see certificate](#)

### SEO (Search Engine Optimization)

*DigiSkills.pk | 2022*

[Click to see certificate](#)

### Data Analytics & Business Intelligence

*DigiSkills.pk | 2022*

[Click to see certificate](#)

### Virtual Assistant

*DigiSkills.pk | 2022*

[Click to see certificate](#)

### Certified Digital Marketer

*Institute of Digital Marketing Pakistan (IDM) | 2024*

Certificate will be issued within a month or two

### Cloud Applied Generative Engineer

*Governor Sindh Initiative for AI & IT (GIAIC) | 2024*

Course is in progress