

OSAMA BIN ADNAN

Digital Marketing Professional
Textile Marketing Background
Aspiring Cloud Applied Al Agentic 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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- **G**mail
- North Karachi, Karachi, Pakistan
- in <u>LinkedIn</u>
- GitHub

Experiences

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 inhousing 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

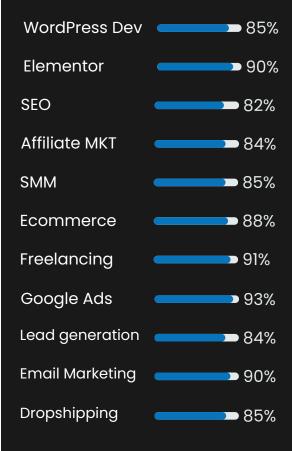
Yunus Textile Mills | 2016 - 2017

- 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
- Supervised Production floor operations & provided visibility to the Management in terms of production
- Prepares work schedules to ensure efficient operations. Maintains knowledge of processes and equipment.

Language

- English
- Urdu

Digital Marketing



Coding Skills

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TTTIVIL	00%
CSS	84%
Typescript	86%
Nextjs	84%
Tailwind CSS	89%
Figma	83%

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

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

Certificates

The Fundamentals of Digital Marketing Google

Digital Garage | 2021

Click here to see certificate

Freelancing

Digi Skills | 2022

Click here to see certificate

80%

Portfolio

I have made few websites in my tenure of Quarter 2 at GIAIC, below are the brief detail with link

- Car Accessories website using HTML, CSS and JS, click <u>here</u> to see
- Ecommerce website using Nextjs, Sanity CMS, Tailwind CSS, & Typescript, click here to see
- Blog website using Nextjs, Sanity CMS, Tailwind CSS, & Typescript, click here to see
- Ecommerce website using Nextjs, Tailwind CSS, click <u>here</u> to see.
- Pakistan travels website using Nextjs, Tailwind CSS, click <u>here</u> to see
- Portfolio website using Nextjs,
 Tailwind CSS, click here to see
- Virtual Reality Zone website using Nextjs and Tailwind CSS, click here to see
- Book website using Nextjs,
 Tailwind CSS, Local API to fetch book's data, click here to see
- Blog app fetching post from external API, click <u>here</u> to see
- Made login/sign up pages using Google and Github Oauth provider (Authjs), click here to see
- Made login/sign up pages using Clerkjs, click <u>here</u> to see
- Blog website using Nextjs and Sanity CMS, click <u>here</u> to see
- Portfolio website using Nextjs, Tailwind CSS, click here to see
- Convert Figma design into Car rental website, click <u>here</u> to see
- Weather app using HTML, CSS & JavaScript, click here to see

Graphic Designing

Digi Skills | 2022 Click here to see certificate

SEO (Search Engine Optimization)

Digi Skills | 2022 Click here to see certificate

Data Analytics & Business Intelligence

Digi Skills | 2022

Click here to see certificate

Virtual Assistant

Digi Skills | 2022 Click here to see certificate

Certified Digital Marketer

Institute of Digital Marketing Pakistan (IDM) | 2024

Click here to see certificate

Cloud Applied AI Agentic Engineer

Governor Sindh Initiative for AI & IT (GIAIC) | 2024 Course is in progress

Hackathons

Hackathon

Resume Builder (Sept 2024)
Click here to see

Hackathon 2

Convert Figma design in UI using Nextjs & Tailwind CSS (Dec 2024)
Click here to see

Hackathon 3

Using Sanity or API to fetch data and show on UI using Nextjs, Tailwind CSS, Typescript (Jan 2025) Click here to see