



OSAMA BIN ADNAN

Digital Marketing Professional
Textile Marketing Background
Aspiring Cloud Applied AI 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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Karachi, Pakistan



[LinkedIn](#)



[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 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
- 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

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%

Coding Skills

HTML	<div><div></div></div>	88%
CSS	<div><div></div></div>	84%
Typescript	<div><div></div></div>	86%
Nextjs	<div><div></div></div>	84%
Tailwind CSS	<div><div></div></div>	89%
Figma	<div><div></div></div>	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](#)

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 [here](#) 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 [here](#) to see.
- Pakistan travels website using Nextjs, Tailwind CSS, click [here](#) 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 [here](#) 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 [here](#) to see
- Blog website using Nextjs and Sanity CMS, click [here](#) to see
- Portfolio website using Nextjs, Tailwind CSS, click [here](#) to see
- Convert Figma design into Car rental website, click [here](#) 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](#)