

# Ibad Masood

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## Education:

**Institute of Business Administration-** Bs. Accounting and Finance (CGPA:3.25)  
**Commecs College-** Intermediate (83%)

2020 – present  
2017 – 2019

## Work Experience

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### **SOCRAN – Owner**

**June 2020–Present**

- Founded an ecommerce store from scratch which generated a monthly revenue of approximately Rs.300,000.
- Managed to source quality products promptly and built a lucrative business with a 25% bottom line.
- Handled customer dealing, led 2 individuals, and managed finances.
- Came up with several promotional activities and ran Instagram ads.

### **Platter Planet (Food delivery Services)– Marketing Intern**

**Jan 2022– June 2022**

- Used statistical data and analyzed market trends to run successful marketing campaigns.
- Increased engagement on online platforms through creative marketing strategies.

### **Make A Wish Foundation – Social Intern**

**May 2022–Aug 2022**

- Key responsibilities included collecting donations, visiting hospitals, and reporting these responsibilities to the NGO.
- Improved communication skills and learnt how to work in a team.

### **VOLOVIA (E-commerce Agency) – Operation Manager**

**Jan 2020–Sept 2021**

- Profitability analysis of several products on daily basis.
- Performed quality assurance on 10+ products in China through sample testing.
- Managed timely delivery of bulk shipments to Australia, USA, and UK.

## Leadership and Extracurricular:

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### **Commecs Mentorship Program**

**Jun 2017–Jun 2018**

- Led a team of 20 pre-engineering students to assist them in science subjects.

### **Sporting Class of the year**

**Dec 2019**

- Participated and won the Annual Sports Gala.

## Course Projects:

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### **Data manipulation and visualization**

- Returns and shipping analysis on a database and visualization of the analysis through powerbi.
- Creating customize dashboards for business to monitor sales, returns, and customer data.

### **Financial Management**

- Ratio analysis for past 5 years for Novartis Inc.
- Competitor/Industry analysis for past 5 years for Novartis Inc.

### **Financial Modelling**

- Financial model of a startup to forecast its valuation through income statement, balance sheet and cashflows.

### **Digital Marketing**

- Learnt different targeting techniques to run Facebook ads through creative and A/B testing.
- Data collection and data driven marketing approach to optimize sales revenue.

## Skills and Interests

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**Skills:** Social Media Marketing, MS Excel, Shopify Management.

**Soft Skills:** Negotiations, Teamwork, Leadership, Problem solving.