

Ibad Masood

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Education:

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

2020 – present
2017 – 2019

Work Experience

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:

Commechs 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:

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

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

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