

## Muhammad Hassan Tanwir

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### Academic Qualification

2020-2024	BBA (Majors: Supply Chain Management)	Institute of Business Administration Karachi	CGPA: 3.42
2022-2023	Exchange Program	University Malaya, Kuala Lumpur	CGPA: 3.60
20018-2020	Intermediate	F.G Sir Syed College, Rawalpindi	A-grade
2016-2018	Matriculation	Saint Mary's Academy, Rawalpindi	A-grade

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### Research Work/Projects

- **Employee Branding Audit:** A new product development research for Catalyst Pakistan to assess the level of a company's employee branding.
- **Analysis of Financial Statements** of Lotte Chemicals, BIAFO Chemicals, Engro Polymers Limited to gain an insight into the financial performance of these firms.
- **Retail audit** to compare 4 Ps of marketing for 'Clear' and 'Head & Shoulders'.
- **Demand Forecasting** of spiral notebooks in Karachi for an Instagram based startup as it lays the foundation of startup.
- **Primary and Secondary research** on 'communication at Retailo'.
- Initiated an **e-commerce business** in Malaysia to get real-world experience of marketing, management, and teamwork.

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### Work/ Internship/ Professional Experience

#### Sadequain Shipping Line (SSL), Fleet Management Intern

**Date: April 2023 to May 2023**

- Kept a record of 42 ITVs for intermodal transportation at South Asia Pakistan Terminal (SAPT).
- Generated weekly report on 45 drivers' performance to improve efficiency and better payroll management.

#### Askari Bank, Summer Intern

**Date: July 2022 to August 2022**

- Experienced working in Foreign Trade, Credits and Accounts departments.
- Knowledge of financial institutions and international transactions

#### Catalyst Pakistan, Summer Intern

**Date: May 2022 to June 2022**

- Worked in Operations and Product Development Department.
- Designed a new product with my team.
- Worked as co-facilitator for team building activities of Shell, Foodpanda and Abhi (YC S21).

#### Foundation Fighting Poverty, Social Intern

**Date: June 2021 to July 2021**

- Prepared content for marketing of organization.
- Fund management for water cooler installation at orphan schools.

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### Interests and Extracurricular Activities

- **IBA Alumni and Placement Society (Director External Relations)**  
Hosted the flagship event in which HR personnel of 120 companies were invited to guide students regarding recruitment. Facilitated communication between company representatives and organizers. Lead a team of 5 managing team members.
- **IBA Dramatics Society (Director Corporate Relations)**  
Negotiated with McDonald's (as food partner) and Cool & Cool (as hygiene partner) for the event 'Fringetron' in a very limited time.  
Dealt with other food vendors and assisted them throughout the 3-day event.
- **Volunteering**  
Volunteered for Karachi Literature festival, Lahooti Melo, International Conference of School of Economics and Social Sciences, Convocation 2020.
- **Snooker**
- **Formula1 Race**

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### Skills

- Social Media Management
- Power BI
- Microsoft Office