

Muhammad Saad Ali

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A highly adaptable, self-driven, and motivated individual with a comprehensive skill set, currently pursuing a Bachelor's degree in Management Sciences. Aspiring to actively contribute towards resolving real-world challenges across diverse organizational functions. Possessing a robust proficiency in leveraging data-driven insights to drive informed decision-making. Equipped with a versatile range of transferable skills and a keen willingness to contribute effectively to various projects. Committed to continuous learning and personal growth, with an unwavering dedication to delivering exceptional outcomes.

EDUCATION

Ghulam Ishaq Khan Institute of Engineering Sciences and Technology

Swabi, Pakistan

Bachelors in Management Sciences

2021 – 2025

- **CGPA:** 3.26 /4.00
- **Relevant Courses:** Consumer Behavior, Business Statistics, Supply Chain Management, Financial Institutions and Markets, Management Information Systems, Corporate Law, Global Economy

PakTurk Maarif International School and College

Peshawar, Pakistan

Higher Secondary School Certificate (HSSC) / FSc

2017 – 2019

- Board of Intermediate and Secondary Education, Peshawar
- Electives: Physics, Chemistry, Biology
- **Grade:** A

Army Public School and College

Mardan, Pakistan

Secondary School Certificate (Matriculation)

2015 – 2017

- Federal Board of Intermediate and Secondary Education
- **Grade:** A

PROFESSIONAL EXPERIENCE

Social Media Public Participatory Platform, Directorate General Information & Public Relations, Government of Khyber Pakhtunkhwa

Peshawar, Pakistan

Communication Intern

May 2022 – May 2023

- Worked with the government of Khyber Pakhtunkhwa to effectively disseminate information to the grassroots level, promoting awareness about public interest reforms, while countering the spread of fake news, misinformation, and misleading notifications concerning government initiatives and directives.
- Implemented a comprehensive two-way communication system, allowing for the identification and highlighting of deficiencies in public service delivery. Actively sought public opinion on proposed government initiatives to ensure inclusivity and responsiveness.
- Participated in specialized trainings and workshops focused on leveraging various social media platforms, including Facebook, Instagram, Twitter, and LinkedIn, for effective business and commercial utilization.

The Catalyst GIK Incubator

GIKI, Pakistan

Marketing Intern / Head of Social Media

Oct 2021 - April 2022

- Established and oversaw the official social media presence of the exclusive technology residential incubation center in Pakistan, effectively representing its brand and mission on various digital platforms.
- Efficiently managed and curated content for Facebook, Instagram, Twitter, and LinkedIn pages, ensuring consistent messaging and engaging with the target audience to foster community engagement and growth.
- Demonstrated growth in interpersonal skills through active participation in cross-functional teams, collaborating with colleagues and stakeholders to achieve marketing objectives and contribute to the overall success of the organization.

LEADERSHIP EXPERIENCES

Leadership and Entrepreneurial Society

GIKI, Pakistan

Head of Corporate Linkages

September 2021 – Present

- Collaborated with The Catalyst, GIK Incubator to introduce start-up culture on campus and organized professional seminars, achieving **200% audience growth**
- Contributed to designing and organizing the **inaugural case study competition at GIKI**.
- Led the collaboration with **3 startups** providing in-house opportunities to **15 undergraduate students**

HONORS & AWARDS

- Received a **prestigious fully-funded merit scholarship** for the Higher Secondary School Certificate/FSc(Intermediate) program at PakTurk Maarif International Schools and Colleges.
- Organized **Blood Camp with the highest number of blood bags donated** by any institute in collaboration with the Red Crescent

SKILLS & PERSONAL

Languages: Pashto (native), Urdu (proficient), English (proficient)

Skills: Video making and editing, photography and photo editing, logo designing and graphic designing, social media management.

IT: Office Package (Word, Excel, PowerPoint, Access), Adobe Photoshop and Illustrator, Canva, Meta Business Suite

Extra-curricular: Member of Leadership and Entrepreneurship Society and SPIE GIKI chapter