

Malik M. Moaz

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EDUCATION

Lahore University of Management Sciences- BS. Computer Science	2020- 2024
<i>Key Courses:</i> Introduction to Blockchain, Intro: Artificial Intelligence, Data Structures, Network-Centric Computing, Fundamentals of Computer Systems, Discrete Mathematics, Calculus II, Principles of Finance.	
Pakistan International School, Riyadh- A Levels and O Levels	Grade: <u>As and A*s</u> 2018- 2020
<i>Courses:</i> Mechanics, Mathematics, Physics, Chemistry, Statistics, English, Biology.	

RESEARCH & PROJECTS

- **Dissecting the Restaurant Industry through Perceptual Mapping:** By surveying **20** local fine-dining restaurants on different attributes, we identified major features affecting a restaurant's consumer profile.
- **Implementation of File and Message Transfer using TCP/UDP:** Developed a terminal app using both a reliable and unreliable protocol together with the transport logic.
- **Blockchain Mining and Chain Validation Algorithm:** Designed my version of blockchain mining and chain validation with cross-validation from nodes in the local blockchain.
- **Ethereum Smart Contract deployment using Solidity:** Deployed a simple Blockchain-based Banking System program using a Solidity Smart Contract.

PROFESSIONAL EXPERIENCE

Raasta Co-founder	2021-Present
<ul style="list-style-type: none">● Co-founded a traveling company that specifically focuses on creating experiences for university students.● Generated over 1 Million+ PKR Revenue in a few months of being operational.● Have managed to maintain a profitability ratio of 25%.● Provided employment to 5 interns.● Launched an Ambassadorship Program with 50+ ambassadors across LUMS and LSE.● Devised brand identity and customer acquisition strategy to become the major travel company for university students.	
The Ecom Experts E-commerce Mentor	2020- 2020
<ul style="list-style-type: none">● Liaison with clients to set up their online business.● Helped with the creation of 40+ online shops.● Responsible for handling ad-spend of over \$6,000 per week with an average return of 80% MoM.● Analyse marketing data and create reports.	
Upwork Freelance Shopify Mentor	2020-2021
<ul style="list-style-type: none">● Completed 32 jobs on Upwork.● Worked with international teams to generate \$15,000+/week in revenue.● Ex-Top Rated Talent	

HONOURS AND AWARDS

● British Council "Your World" Competition runner-up (Middle-East)	2019
● Convened my college's convocation ceremony attended by the Ambassador of Pakistan to Saudi Arabia.	2019

LEADERSHIP AND EXTRACURRICULARS

LUMS Consultancy Group (LCG) - Client Management, Associate Consultant, Project Consultant	2021-Present
<ul style="list-style-type: none">● Participated in several engagements where I conducted market research, data analysis, and interviews for clients and helped them make critical decisions, design new strategies, and explore new verticals.● Helped with introducing new verticals to expand the department's scope.	
LUMS Entrepreneurial Society (LES) - External Relations and Affiliations	2020-2021
<ul style="list-style-type: none">● Worked with a 150 member host team in executing an International Youth Business Conference.● Helped a local restaurant with their online presence by devising a Marketing Strategy.● On-boarded 6 incubators to take on promising startups at our Business Conference.	
LUMS Swimming Team	2021-2022
<ul style="list-style-type: none">● Participated in various inter-university competitions.	

INTERESTS & SKILLS

Skills: Python | C++ | Blockchain | E-commerce

Interest: Sports (Football) | Strength Training | Problem Solving | Poker | Astrophotography