

SYED AFFAN UZ ZAMAN

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SUMMARY:

BBA student at SZABIST University aiming to build a career in sales, marketing, and business management. Experienced in team leadership, digital marketing, and customer engagement with a strong passion for growth and technology.

EDUCATION:

Shaheed Zulfikar Ali Bhutto Institute of Science & Technology(SZABIST), Karachi BBA-Marketing	Sep 2023-Present
Govt. Dehli College Intermediate(Pre-Engineering)	June 2022
Falcon House Grammar School Matriculation(Science)	Sep 2020

EXPERIENCE:

<u>EFU Life/Sales Marketing Consultant</u> Offering financial planning services, managing client portfolios, and achieving business targets.	Sep 2025-Present
<u>Cutish Cosmetics & Cutish Kids/E-commerce Marketing Manager</u> Shopify store setup, product launches, optimization. Social media campaigns for sales and visibility. Customer engagement through content and analytics.	June 2025-July 2025
<u>Cozmeticstore/ E-commerce Manager</u> Shopify operations and product listings. Paid ads to drive traffic and sales. Store maintenance and customer support.	May 2024-June 2025

SKILLS:

- E-commerce, including Shopify, Daraz & etc
- Meta Ads Manager
- Google Analytics
- Canva
- MS Office, including (Excel, Word, and PowerPoint)
- Social Media Marketing

ACHIEVEMENTS AND EXTRACURRICULAR:

- Completed Web Development Boot camp organized by GDSC Club at IBA.
- Passionate about technology and digital transformation.
- Volunteered in group projects, developing teamwork and leadership skills.

HOBBIES:

- Playing video games.
- Learning new skills.

REFERENCE:

Reference will be provided upon request.

LANGUAGES:

English, Urdu