



MUHAMMAD HAMZA MASOOD

📍 KARACHI, PAKISTAN 📞 +923211229850

◦ DETAILS ◦

Karachi, Pakistan
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Date / Place of birth

June 29, 1997
Karachi

Nationality

Pakistani

◦ LINKS ◦

[LinkedIn Profile](#)

◦ SKILLS ◦

Leadership

Team Building

Strategic Planning

Marketing and Sales

◦ LANGUAGES ◦

English

Urdu

◦ HOBBIES ◦

Photography

Travelling

👤 PROFILE

Innovative and visionary marketer with over 1+ year of work experience in marketing, advertising and sales. Executed 50+ BTL and Digital campaigns. Ability to align and achieve challenging business objective with key brand metrics. Proven track record of achieving measurable results through innovative and data-driven marketing initiatives. Skilled in developing and executing comprehensive marketing plans to increase brand awareness, drive customer engagement, and generate revenue growth.

📁 EMPLOYMENT HISTORY

Marketing Executive at **Mon Salwa (Quick Food Industries Private Limited)**, Karachi

Jan 2023

Sales Coordinator at **Platinum Steel Mills Private Limited**, Karachi

May 2022 — Dec 2022

Business Development Officer at **Sky Electric Pvt. Ltd**, Karachi

Sep 2021 — Feb 2022

🎓 EDUCATION

Master of Business Administration, University of Karachi

September 2021 — January 2023

Division: 1st

Majors: Brand Management, Sales Management, Advertising and Promotion, Integrated Marketing Communication

Bachelor of Business Administration, University of Karachi, Karachi

February 2017 — February 2020

Division: 1st

Majors: Global Marketing, Brand Marketing, Digital Marketing

HSC (Pre-Engineering), Govt. Degree Science and Commerce College Block-7, Karachi

August 2014 — May 2016

Division: 1st

SSC (Science), Happy Home High School, Karachi

June 2006 — June 2014

Division: 1st

★ WORKSHOPS, COURSES & RESEARCH WORK

Workshops, Courses and Research Work Karachi

- Arranged career awareness session named Career AUD at Karachi University Business School as a member of marketing team.
- Worked as a Campus Ambassador for 6th Annual IBA Branding & Advertising Conference (IBAC).
- Conducted final MBA research on “Effect of green marketing on sales of the textile industries in Pakistan”
- Business project report on an entrepreneurial venture “Scrap-Plan”.