



Mazahir Murtaza Shah

Sales || Marketing || Management || Excel

As a Business Development Professional, I leverage strong market research, client engagement, and strategic planning skills to drive business growth and identify new opportunities. With hands-on experience on platforms like Fiverr and Upwork, I have successfully managed diverse client projects, delivered tailored solutions, and built lasting professional relationships. Additionally, I bring excellent communication and organizational abilities from my role as a University Outreach Coordinator, along with marketing leadership experience as a student campaign director overseeing integrated campaigns.

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EDUCATION

BBA (Bachelor of Business Administration), Business Analytics

Namal University, Mianwali

2021 - 2025

Major Courses

- Business Management
- Principles of Marketing
- Psychology
- Business Communication
- Consumer Behavior
- Econometrics

PROFESSIONAL EXPERIENCE

Chief Coordinator - Convocation 2025

Namal University

02/2025

Mianwali

Achievements/Tasks

- Organized and executed Convocation 2025, managing hospitality, logistics, and on-campus coordination for 500+ guests. Led a 50-member team to ensure a seamless experience through strategic planning and adaptability.

Salesperson

Call-Center

07/2023 - 09/2023

Rawalpindi

Achievements/Tasks

- Made 20+ sales during 2-months at the callcenter named Brain-tech Solution. Sold promotions for mobile phones to Canadian customers

Internship

Pearl Continental Hotel, Rawalpindi (Hashoo Group)

07/2024 - 09/2024

Rawalpindi

Achievements/Tasks

- Completed a 2-month internship in Finance, Reservations, and Front Office departments.

Marketing Coordinator

Namal University, Mianwali

09/2023 - Present

Mianwali

Achievements/Tasks

- Designed social media posts for Namal University platforms. Managed Outreach Admission Campaigns for Feb 2023 and Feb 2024, also completed a project to design Social Media Admission Campaign 2025 of Namal University.

SKILLS

Excel

Fiverr

Upwork

LinkedIn Navigator

Effective Communication

Leadership

Teamwork

PROJECTS

Website Designs for Ninja-Vapes (04/2025 - 06/2025)

- Designed 100+ website formate designs for Ninja vapes, Got this project through Upwork.

Integration of Augmented Reality in Marketing and Communication (09/2024)

- Researched AR's potential in marketing to boost engagement through immersive brand experiences. Currently co authoring a paper on AR's role in merging digital and traditional marketing.

Financial Statement Analysis (02/2024)

- I performed a project on annual financial statements by making ratio analysis by selecting the Annual Financial Statement of Toyota. I designed a dashboard on Microsoft Excel for data analysis.

CERTIFICATES

Basics of Python, Data Analytics in Python, Machine Learning (40 Hours) (11/2024)

Data Analytics in Excel (05/2023)

Data Analytics with R (20 Hours, DataCamp) (04/2023)

LANGUAGES

English

Full Professional Proficiency

Urdu

Native or Bilingual Proficiency

Arabic

Professional Working Proficiency

INTERESTS

Cricket

Graphic Designing

Photography

Cinematography