

Entrepreneur, Game Maker, Metaverse Strategist, NFT Content Creator / Collector, BlockChain & Web3 Developer / Enthusiast.

PROFILE SUMMARY

Innovator, entrepreneur & a technologist with 15 years in business leadership. The Experience of starting a company from one room and turning it to one of the leading Digital Agencies of the world(Ranked by Forrester Research) having physical presence in 3 continents while setting market trends for others to follow. Played role in developing systems for all core departments of the company on both macro and micro levels, while working with multiple fortune five hundred clients. Lead the transformation from being just a services based company to a product oriented company developing multiple products primarily games and apps having presence on all major stores like App Store and Playstore. Currently In the process of evolving from a web 2 to WEB 3 company while developing our first product for the metaverse with its NFT collection successfully launched & sold most

of it on the leading nft market places

GET IN TOUCH



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BRANDS CREATED

ZALIBAN THE GAME

WWW.ZALIBAN.COM

OPENSEA.IO/COLLECTION/ZALIBAN



360 Digital Interactive Digital Experiental Agency

Off-Road Studios

WWW.OFFROADSTUDIOS.COM YOUTUBE.COM/OFFROADSTUDIOS

FACEBOOK.COM/OFFROADSTUDIO OPENSEA.IO/OFFROADSTUDIOS bit.ly/offroadstudiostribune pk.linkedin.com/company/off-road-studios

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WWW.YOUTUBE.COM/ZAMADBAIG



WWW.OFFROADARCADE.COM https://bit.ly/offroadplaystore (playstore) https://apple.co/3gqU2sV (Appstore)



TOOLS & SKILLS















AL-NOOR TRUST

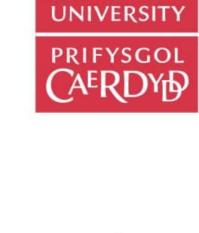
area of Pakistan

WATCHES

Trustees of the trust teaching

over 800 students in the remote

Frading, stocks futures and crypto



MBA, Business Administration • (2006 - 2007)

Cardiff University / Prifysgol Caerdydd



University of the Punjab Bs (hons), Management • (2002 - 2006)



Metaverse Strategist & Game Creator, Web 3 & the Blockchain Advisor NFT / METAVERSE (2021 - PRESENT)

In the process of developing our first, product for the metaverse on the P2E model on the. ethereum blockchain. (Zaliban the game)

Sicas

(1990 - 2002)

- Successfuly launched and sold a major part of our first NFT collection on all major nft market places.
- Advisor to 'Waqar Zaka (Leading crypto influencer) on NFT's Web 3 and Metaverse. Managing his personal NFT portfolio. **Delivering** lectures on to a mass audience of over 100 K on the basics
- of metaverse, NFTS and web3, its implementations and how to generate revenues out of them.
- **An** expert in crypto currencies &. Different Blocchains and their utilities.

Off-Road Studios (2011 - PRESENT)

Co Founder / Director

Was one of the three founding members of the company and grew it from a startup to a midsize organization with zero investment

- **Played** a vital role in the strategy development of the company and was part of its evolution from a simple design studio to a full 360 digital agency
- **Primarily** focused on developing systems and defining the hierarchy in order to achieve maximum efficiency, as well as providing clarity and visibility of information throughout as per the requirements of eachand every individual end department of the organisation.

Overlooked the different departments of the company on a macro

whatsoever and generated millions of dollars in revenues during this time.

- & micro level as needed giving me a chane to work hands on on different production tools from Adobe and Autodesk for Pepsico , Staples & Nestle to running Social media campaigns dor brands like OPPO, Waar & Zamad Baig along with others. Created our internal CRM by the name of dashboard to connect all departments of the company to the outside world and added a touch
- of gamification to it. Identified & Implemented new lead generation portals such as Guru.com & Peopleperhour for sales which later on gerated over millions of dollars
- in revenues for the company. **Deploying** network securities such as firewalls, data servers, activve directory within the organisation and implementing technologies such as Google apps
- for business Microsoft office and cloud services such Azure & Google cloud... **Chief Financial Officer**

Developing the Finance, Accounts, Administration and Human resource

departments of the company from ground zero. **Driving** the company's financial planning.

Off-Road Studios (2010 - 2016)

- **Decided** on investment strategies by considering cash and liquidity risks. **Ensured** cash flow is appropriate for the organization's operations. Supervise all finance, HR &. Administrative personnel.
 - Manage vendor relationships Manage vendor relationships. **Developing** relationships with all major educational institutes of the country
- to get the best resources to work for us. Interviewed over 1500 plus shortlisted and chosen individuals from the leading institutes of the country and the world.
- receive payments from the world to us in the most efficient way. Managed all Taxation and legal issues of the organization and overlooked and headed half a dozen annual audits of the company under my super

maintaining a politics free environment throughout organisation and

Developed and implemented payment routes and gateways in order to

- vision executed by leading audit firms. **Policy** development and implementation throughout the organisation and outside organisation.
- **Chief Technology Officer** Off-Road Studios (2018 - 2021)

across the company's IT infrastructure. **Coordinated** the adoption of the S Agile methodology across all departments.

single intercace.

overlooked the development of VR AR related projects for organizations such as British American Tobacco, with extremely shorty delivery deadlines.

managing a new concept...

Devised proceedures to innovatively backup and access data on the go, keeping in mind the versitality of services we dealt. The main challenge was to devise a solution in order to manage all this data at one place through a

Initiated and coordinated the implementation of new data security measures

- **Chief Technology Officer**
- Offroad Arcade (2018 PRESENT)

Developed a business unit specialising in making games out under the

Produced over a dozen games for both platforms i.e. Android and Apple

Devise strategies to jump in to multiplayer games and making games for the

Ranked Number one on the Superhero Maker keyword on both playstore and appstore for our flags ship games Superhero Maker & Superheromaker 3D with

currently available on their respective stores.

Business Development

Business Planning

Project Planning

over 2 million downloads collectively on both stores.

umbrella of Off-Road Studios.

Developed a game by the name of PINTAN. Solely Performed all coding C# (unity) in order to have a handson experience of developing a game and

metaverse. Zaliban being our flagship project for the metaverse.

Endorsements

Advertising

Managerial Finance

Strategic Planning JH JH 11 **Business Strategy Animation Financial Analysis** ## ||||

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HH HH HH HH HH I

HH HH HH HH III

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New Business Development

Budgets Business Analysis

Forecasting Management SKILL TEST PASSED

IN SKILL TEST PASSED **Search Engine Optimization (SEO)** SKILL TEST PASSED Photoshop

> SKILL TEST PASSED **Google Analytics**

SKILL TEST PASSED

Business Process Improvement

IT Operations

Wordpress

Unity SKILL TEST PASSED

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