

Taha HASSAN

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[in linkedin](#)

SUMMARY

Ambitious Digital Marketer pursuing an MSc in Digital Marketing at the University of West Scotland. Skilled in crafting data-driven campaigns, content creation, and social media management to boost brand engagement. Proficient in using digital tools and analytics to drive results, with a passion for innovation and marketing trends.

EDUCATION

UNIVERSITY OF WEST SCOTLAND

2024-2025

M.Sc. DIGITAL MARKETING

Courses: Digital Branding, Digital Marketing Practice, Future Marketing And Transformational Technology

BAHRIA UNIVERSITY, KARACHI

2021-2022

MASTER OF BUSINESS ADMINISTRATION

Courses: item Inventory Management, Strategic Procurement, Demand Forecasting, Green Supply Chain

BAHRIA UNIVERSITY, KARACHI

2017-2021

BACHELOR IN BUSINESS MANAGEMENT

Courses: Sales Management, Procurement, Brand Management, Shipping in SCM, Distribution Management

EXPERIENCE

DHL GLOBAL FORWARDING

2023-2024 / Karachi

OFFICER OMS

- Developed and maintained strong partnerships with numerous carriers, ensuring timely and consistent service
- Established and maintained relationships with key business partners, including carriers and vendors
- Maintained detailed records of cargo, including weight and volume, for each load

NZ ENTERPRISES

2022-2023 / Karachi

ASSISTANT MANAGER

- Develop relationship with existing customers. Handled customer inquiries professionally
- Set key performance indicators to measure success. Management of expenses and budgets

WORKERS EDUCATION & RESEARCH ORG.

2021-2022 / Karachi

ASSISTANT MANAGER

- Recommend creative and cost effective promotional activities and Generate sales and marketing reports to management when needed
- Analyse sales data and determine sales forecast. Evaluate the current marketing program and recommend improvements.

CERTIFICATIONS

Marketing Analytics, University of Virginia (Darden School of Business)

Google Digital Garage (The fundamentals of digital marketing)

Excel Skills for Business: Macquarie University Australia

Marketing Strategy for Entrepreneurs

Leading Teams: Developing as a Leader, University of Illinois Urbana-Champaign

PROJECTS

- **Digital Marketing Practice:** Developed a website, implemented SEO, social media marketing, and created engaging content.
- **Future Marketing and Transformational Technology:** Focused on DARQ technology and its role in transforming the healthcare sector.
- **Digital Branding:** Researched Kapferer Brand Identity Prism and analysed Revolut's brand extension.
- **Thesis on Supply Chain Performance in the Textile Sector of Pakistan:** Studied the integration of supply chains, e-procurement, and the impact of total quality management.
- **Marketing Research Project:** Created a portable refrigerator prototype and developed the positioning of the market and the 4P strategy.
- **Management Research Project:** Interviewed REDWOOD's executive director to analyze organizational planning and leadership.
- **Economics Research Project:** Examined perfect competition in firms, focusing on short- and long-term pricing conditions.