

Shaikh Muhammad Umair

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Education

Institute of Business Administration

Bachelor of Computer Science — Minor ML/AI

Expected Graduation: May 2026

NED UNIVERSITY of ENGINEERING and TECHNOLOGY

Diploma in Artificial Intelligence / Machine Learning

Expected Completion: July 2025

Work Experience

PIXEL PULSE MARKETING AGENCY

Co-Founder

Dec 2023 – Present

Karachi, Sindh

- Scaled clients' brands with a **55% month-over-month growth rate** through **data-driven ad optimization**.
- Optimized digital campaigns**, increasing **client revenue to consistent six figures over six months**.
- Boosted online sales by 500%**, leading to **multiple collaborations with Khaadi**.

AI DATAYARD

Marketing Intern

Dec 2023 – Feb 2024

Karachi, Sindh

- Identified and analysed **150+ high-value leads** using **LinkedIn Sales Navigator**, boosting conversion rates by **20%**.
- Enhanced brand visibility by **20%** through AI-powered trend **forecasting and audience segmentation**.
- Implemented AI-driven content analysis**, improving engagement by **30%** through **strategic post adjustments**.

THE CITIZENS FOUNDATION

Donor Services and Projects Intern

July 2023 – Aug 2023

Karachi, Sindh

- Managed **financial dashboards** tracking **millions in donations**, ensuring accurate reporting and analysis.
- Analysed **donation trends** across **4+ fundraising channels**, identifying key insights that increased donor retention by **15%**.
- Created **weekly reports** with actionable insights, optimizing fundraising campaigns and increasing donations by **10%**.

May 2023 – July 2023

Karachi, Sindh

Development and Partnerships Intern

- Managed **14,000+ volunteers** across Pakistan, overseeing Summer Camps, Internship Assignments, and Community Outreach Sessions, improving engagement by **40%**.
- Revamped **social media strategy**, increasing **Facebook & Instagram engagement by 50%** through targeted campaigns and optimized content scheduling.

Projects

RAG-based University Enrolment Assistant (In Progress)

AI | RAG | Optimization

- Building a **RAG-based** course scheduling assistant using **Google OR-Tools**, **ChromaDB** for similarity search, and **DeepSeek LLM** for personalized, **conflict-free schedules**.

Flappy Bird AI using NEAT Algorithm

AI/ML | Neuro-Evolution | Python

- Trained an AI to play Flappy Bird using **NEAT**, optimizing **neural networks** with fitness-based evolution and **Tanh activation**.

Student Lawyer Library

Full-Stack | MySQL | Node.js | React

- Developed a **student-lawyer model** where students can to request lawyers, bookmark cases, and search by category, with **JWT authentication** along with **Super-Admin role** for overall control.