

Shaikh Muhammad Umair

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SUMMARY

I co-founded Pixel Pulse, driving growth through strategic digital marketing and data analytics. My work at The Citizens Foundation (TCF) and AI Datayard has honed my skills in managing large-scale programs and data-driven decision-making. Currently pursuing a diploma in AI/ML, I aim to leverage this expertise to enhance marketing strategies at my agency. Passionate about data, I am committed to continuous learning and adaptability, aspiring to become a full-stack AI/ML engineer.

EXPERIENCE

PIXEL PULSE MARKETING AGENCY

Karachi, Sindh

Co-Founder

Dec 2023 – Present

- Successfully grew client's brand with a month-over-month growth rate of 55%.
- Helped client achieve six-figure profits consistently over six months.
- Boosted client's online sale by approximately 500%, leading to collaboration with Khaadi twice.
- Increased social media presence significantly, growing organic followers from four figures to five figures.
- Leveraged data analytics to track performance, optimize strategies, and drive decision making.

Instagram Handle: <https://www.instagram.com/pixelpulse.service>

AI DATAYARD

Karachi, Sindh

Marketing Intern

Dec 2023 – Feb 2024

- Utilized LinkedIn Sales Navigator to identify and research potential leads within target industries.
- Conducted analysis of engagement metrics to refine strategies and improve audience interaction.
- Collaborated with the marketing team to align post efforts with broader brand objectives and campaigns.
- Assisted in curating and scheduling content, optimizing timing and frequency for maximum impact.

THE CITIZENS FOUNDATION

Karachi, Sindh

Donor Services and Projects Intern

July 2023 – Aug 2023

- Generated and analysed department program progress reports and presented them to management.
- Developed periodic dashboards for financial analysis.
- Managed end-to-end operational process of fundraising on different platforms.
- Conducted calling and emailing activities to retain donors from old portfolios.
- Handled procurements for the departments.
- Coordinated with cross-functional area teams for project delivery, ensuring on-time completion.

THE CITIZENS FOUNDATION

Karachi, Sindh

Development and Partnerships Intern

May 2023 – July 2023

- Managed the Volunteers Program, including the Summer Camp, Internship Assignments, Community Outreach Sessions, and University Outreach Sessions.
- Sorted data and maintained database for efficient future executions.
- Liaised with the TCF Council, Operations, and Regional Teams for standardized and efficient program execution.
- Handled the database for the program, managing a cohort of 14,000+ volunteers across Pakistan.

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- Managed Facebook and Instagram social media accounts, ensuring timely updates and content generation through strategic planning.

EDUCATION

INSTITUTE OF BUSINESS ADMINISTRATION

Bachelor of Science in Computer Science (in progress)

August 2022 – May 2026 (Tentative)

NED UNIVERSITY OF ENGINEERING AND TECHNOLOGY

Diploma in Artificial Intelligence / Machine Learning (in progress)

July 2024 – July 2025 (Tentative)

BEACONHOUSE COLLEGE

A-level Sciences.

August 2020 – May 2022

BEACONHOUSE SCHOOL SYSTEM CAMBRIDGE

O-level Sciences.

August 2018 – May 2020

ADDITIONAL

Technical Skills: C++, Python, Excel and Power BI

Soft Skills: Communication skills, Management skills, Interpersonal skills, Computer Skills.

Portfolio: [GitHub] (<https://github.com/uma1r111/>)