



Mohammad Umair

Lead Generation || Community
Engagement || Outreach & Marketing ||
Growth Hacker || Public Speaker ||
Presenter

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Accomplished and skilled marketer with over 3 years of On-Campus-job experience providing Marketing, outreach & Consulting services and driving growth for the Namal University Marketing & Admission Outreach Campaign and building a startup called Rahbar. Experienced in proposing data-driven decisions and solutions to resolve inefficiencies and establishing processes and systems from practices and procedures all the way to product teams.

EDUCATION

Bachelors in Business Administration in Marketing & Finance Namal University Mianwali

09/2019 - Present

Major: Marketing

Courses

- Data Driven Marketing
- Investment Management
- Financial Institutions and Markets
- New Media Marketing
- Financial Modelling & Analytics
- Integrated Marketing Communication

WORK EXPERIENCE

Outreach Coordinator (Part-Time, On-Campus-Role) Namal University Mianwali

01/2020 - Present

Mianwali, Pakistan

Achievements/Tasks

- **Lead Generations:** Generated more than 35,000 leads in last 3 years by conducting outreach in around 330 colleges across Pakistan.
- **Coordination:** Coordinated with more than 300 colleges around the country regarding the promotion and outreach campaign of Namal University.
- **Presentations & Facilitation:** Presented in more than 150 colleges across Pakistan & facilitated around 10,000 individuals directly about Opportunities at Namal University and career prospects.
- **Data Assortment and Analysis:** Assorted the Data of more than 35,000 students in the past 3 years, analyzed the data, trends, and patterns, and revised the outreach data and policies accordingly.

Co-Founder: Rahbar

09/2022 - Present

Co-Founded a platform for the youth of Pakistan where they discover and realize their true potential by providing them with counselling and professional training.

Achievements/Tasks

- **Training & Development:** Trained and developed more than 100 students from 18 different universities in Pakistan in the area of public speaking and presentation.
- **Career Counseling and Mentorship:** Provided one-on-one counselling to students, helping them progress toward their professional goals and grow and develop as individuals.
- **Curriculum Design and Customization:** Co-designed and customized the platform's curriculum to meet the unique needs of Pakistani students, focusing on the career path, communications, presentation, negotiation, problem-solving, and other professional skills.

Student Fundraiser Shaukat Khanum Memorial Cancer Hospital

12/2017 - 12/2018

Achievements/Tasks

- **Fundraising:** Raised funds and collected donation of more than 200,000.
- **Awareness Campaign:** Presented about cancer awareness in more than 10 educational institutes across Peshawar region.

SKILLS

Community Outreach

Data Driven Decision Making

Financial Analysis

Financial Modelling

Presentations

Growth Hacking

Public Speaking

PERSONAL PROJECTS

Business Beyond Borders (FYP Project) (04/2022 - Present)

- Facilitating a company based in Dubai with structuring their business process and streamlining the practices and procedures, as well as detailed budgetary analysis, website development, Marketing & business development strategies, and content creation. Emphasizing the importance of data-driven decision-making and proposing solutions to address inefficiencies. From establishing practices and procedures to supporting teams, the goal is to develop effective processes and systems.

Stock Prediction and Purchase Decision Model:

- Developed a model for predicting five years, of financial statements, stock prices, and Ratios, eventually predicting future stock prices and making a decision about the purchase and sale of stock accordingly.

LANGUAGES

English

Full Professional Proficiency

Pushto

Native or Bilingual Proficiency

Urdu

Native or Bilingual Proficiency

INTERESTS

Books Reading

Philosophy

Python

Current Affairs

Startups

Literature