



Muhammad Abu Bakar Alvi

Agri-Business Graduate

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5 Kassi Tehsil Kabirwala District Khanewal,
Khanewal, Pakistan

As a recent graduate in BBA (Agri-Business), I bring a solid understanding of marketing principles and business strategies to the table. With my expertise in advertising campaigns, market research, brand management, and consumer behavior, I am well-equipped to excel in various roles within the industry.

EDUCATION

Bachelor of Business Administration Namal University Mianwali

08/2019 - 07/2023

Mianwali District

Courses

- | | |
|----------------------------------|--|
| - Crop Production and Protection | - Global Food system |
| - Supply Chain Management | - Technology and Precision agriculture |

WORK EXPERIENCE

Cridiqa Amazon Agency Workplace/Company

07/2020 - 08/2021

Pakistan

I worked as PPC manager in Cridiqa Company

Initiatorz Workplace/Company

08/2021 - 01/2022

Then I joined this agency to polish my PPC Skills

E-Com Tech Solution Workplace/Company

02/2022 - Present

I started my own company where we provide service related to amazon shopify store creation and local ecommerce store

ORGANIZATIONS

Namal Idea Club (09/2019 - 04/2020)

Namal Literary and Debating society (10/2019 - 03/2020)

Centre of Excellence and Skill Development
(11/2019 - 03/2020)

SKILLS

MS Office

Canva

PPC Manager

PowerPoint

Soft Skills

Interpersonal Skills

PERSONAL PROJECTS

Consumer Behaviour (09/2022 - 01/2023)

- In this semester's Project, we were given a seed amount of 10,000 Pkr to run a successful business we choose traditional Dhodha from Khushab District of Pakistan and sold them on Namal's premises.

Final Year Project (02/2022 - Present)

- This project focuses on helping clients establish and promote their brands on Amazon, with the objective of reaching their goals and increasing their brand presence on the platform. Through market research, brand optimization, Amazon advertising, inventory management, customer reviews, and performance monitoring, we aim to enhance product visibility, drive sales, and build customer trust.

CERTIFICATES

CESD English Proficiency Certificate

LDS Team Management

Agri National Conference

LANGUAGES

English
Full Professional Proficiency

Urdu
Native or Bilingual Proficiency

Punjabi
Native or Bilingual Proficiency

INTERESTS

Podcast

Book Reading

Travelling

Badminton

Cricket