



# Muhammad Usama Shabir

Agribusiness & E-Commerce Expert

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As an agribusiness and e-commerce expert, I have extensive knowledge and experience in the agricultural industry and digital commerce. Additionally, I have a strong grasp of e-commerce platforms and strategies, having managed various online businesses on Amazon. My expertise includes market research, product development, supply chain management, pricing strategies, and customer acquisition and retention.

## EDUCATION

### ○ Bachelor of Business Administration (Agribusiness)

Namal University Mianwali

08/2019 - Present

Mianwali, Pakistan

#### Courses

- |                                  |  |
|----------------------------------|--|
| - Crop Production and Protection | - Technology and Precision agriculture |
| - Live stock and Dairy managment | - Global Food system                   |

## UNDERGRADUATE PROJECTS

### Grab Amazon, Grab Dollars (09/2021 - Present)

- Giving PPC (pay-per-click) advertisement services on Amazon.
- Giving Private Labeling (PL) creates and sells unique products under the seller's brand name.
- Drop Shipping services on Amazon involve selling products on Amazon without holding any inventory or handling the shipping and fulfillment process.

### Consumer Behavior Project (09/2022 - 12/2022)

- In this semester's Project, we were given a seed amount of 10,000 Pkr to run a successful business we choose traditional sweets from Multan and Khushab and sold them on Namal's premises.
- Multiply the revenue 10x
- Did three phases and every-time got handsome revenue

### Business Research (10/2022 - 02/2023)

- Did business scientific research on the topic of Why small businesses are not sustainable?
- Figured out the main common reasons for every small business failure.
- Run SPSS for statistical analysis on the gathered data and concluded the results.

## WORK EXPERIENCE

### ○ E-Com Tech Solution E-Commerce Services

05/2020 - Present

Multan, Pakistan

An e-commerce services agency that provides Amazon services specializes in helping businesses sell their products on Amazon's online platform.

#### Achievements/Tasks

- Running Pay-per-click
- Handling Amazon Stores Account

## SKILLS

Fiverr Upwork Python Canva Excel  
PowerPoint MS Word Farm Management  
Dairy Management Amazon EBay

## ACHIEVEMENTS

Achievement Name

## ORGANIZATIONS

### Namal Idea Club (08/2019 - 08/2021)

Marketing Head

### Namal Sports and Adventure Society (09/2022 - Present)

Manager

### Namal Society for Social Impact (08/2019 - 10/2021)

Emergency Services Head

## CERTIFICATES

### Amal Career-Prep Fellowship (06/2022 - 09/2022)

This is a program that provides me a range of skills, including resume writing, interview skills, networking, and professional communication.

### Hifz-e-Quran (08/2014 - 06/2016)

Hifz e Quran refers to the practice of memorizing the entire Quran, which is the holy book of Islam.

## LANGUAGES

English  
Full Professional Proficiency

Urdu  
Native or Bilingual Proficiency

Arabic  
Limited Working Proficiency

## INTERESTS

Book Reading Hiking Entrepreneurship  
Explore the World Cricket