

# M. USMAN SHABBIR

DIGITAL MARKETER / ENTREPRENEUR



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## PROFILE

Experienced Digital Marketer with a demonstrated history of working in the professional training & coaching industry. Skilled in Business Planning, WordPress, Influencer Marketing, Graphic Design, and Customer Service. Strong business development professional with a Bachelor's degree focused in Computer Science from The University of Lahore.

## EXPERIENCE

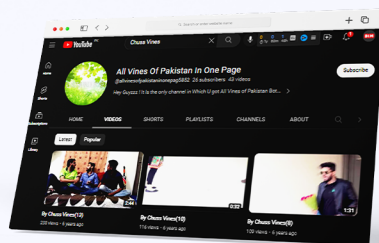


### CHUSS VINES

Entertainment Channel

As co-manager and actor for the YouTube Channel, I was in charge of all areas of content development and comedy sketch production. Over the course of three years, I worked with my team to make amusing videos that were able to develop a devoted audience.

2014 - 2017



### KIDUSTRY

E-Commerce Project

As the creator and manager of the e-commerce business specializing in children's toys, I devised and implemented marketing strategies that led to considerable growth and enhanced brand recognition. The company provided high-quality, interactive electronic toys for kids and offered a pleasant and engaging online shopping experience for the customers.

2016 - 2020

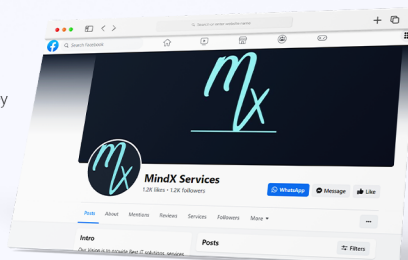


### MINDX

Co-Founder of Software Company

As a co-founder of the software house, I played a key role in developing and delivering software solutions to clients across a range of industries. Through effective project management and team leadership, our team was able to create innovative software products that met the requirements of our clients.

2017 - 2020



## EDUCATION

2013 - 2017

BS Computer Science

The University of Lahore

## SKILLS

- CMS Development
- Digital Marketing
  - Social Media
  - PPC
  - SEO
    - Off-Page
    - On-Page
  - Content Writing
  - Copy Writing
- Graphic Designing
- Video Editing
- Youtube Automation

## SOFT SKILL

- Business Coaching
- Skill Conceling
- Problem Solution

# EXPERIENCE



## TECH BUZZ

Founder of Digital Marketing Agency

As a Founder of the software house, I offered significant contributions to creating and delivering software solutions to clients from a variety of industries. Our team was able to produce unique software products that fulfilled our client's needs, owing to strong project management and team leadership.

2020 - Present

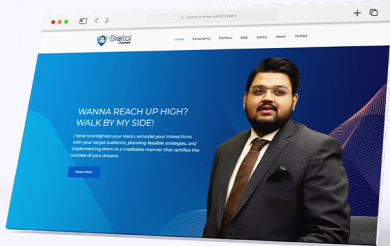


## DIGITAL USMAN

Founder of Business Consultant Agency

As a business consultant at Digital Usman, I provided expert guidance and strategic advice to a wide range of clients looking to enhance their online presence and drive business growth. Through comprehensive market research, analysis, and creative problem-solving, I helped clients develop effective digital marketing strategies, build stronger customer relationships, and achieve their business objectives.

2020 - Present

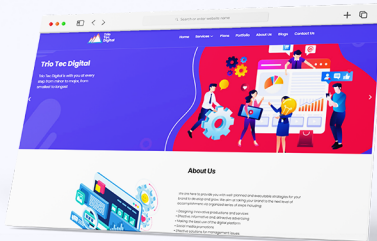


## TRIO TECH DIGITAL

Co-Founder of Digital Marketing Agency

As a co-founder of the digital marketing agency, I assisted in the company's launch and development of its overall strategy, which focused on providing customers with customized digital marketing solutions. We execute successful campaigns that assisted businesses in expanding and increasing their online presence by working closely with clients.

2020 - 2021

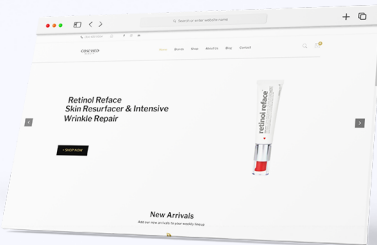


## OBSESSED BEAUTY

Co-Founder of E-Commerce Store

As a skin-care product company co-owner, I am engaged in every part of the operations, from product research and production to marketing and sales. I assisted in the development and introduction of a range of high-quality, natural skin care products that were well-received by clients and helped the brand's image grow. We created a devoted client base and achieved considerable growth via intelligent branding, marketing, and customer involvement.

2020 - Present

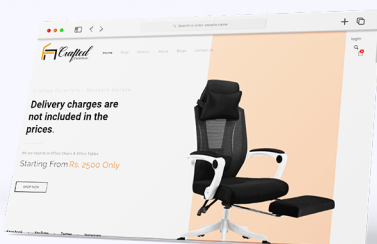


## CRAFTED FURNITURE

Founder of E-Commerce Store

As a Founder of the furniture e-commerce firm, I played a key part in its inception and growth, from designing and sourcing high-quality, sustainable materials to developing an online shop and marketing the products to potential buyers. Through close team cooperation, we have built a successful and profitable company providing clients with unique, handmade furniture items.

2020 - Present



# AWARDS

## Kidustry

Best Startup - 2017

Kidustry, the e-commerce venture founded and managed by me, was recognized as the Best Startup at the 2017 NetSol exhibition. The award recognized the creativity and influence of our business model, as well as our dedication to offering high-quality items and a pleasant online shopping experience for our customers.



## Judge/Guest Speaker

Entrepreneur Event - 2020

I was invited to serve as a judge for the 2020 Entrepreneur event at the University of Lahore. As a judge, I evaluated and provided input on business ideas and pitches of inspiring entrepreneurs, drawing on my own experience and knowledge to provide useful insights and recommendations.



## Guest Speaker

Entrepreneur Event - 2021

I was invited as a guest speaker at the 2021 Entrepreneur event at the University of Lahore. As a guest speaker, I shared my experiences as a successful entrepreneur and business owner to offer inspiration and insights to the audience, as well as encourage them to pursue their entrepreneurial dreams.

