

# Muhammad Yousef

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## EDUCATION

<b>Bachelors</b>	BBA: University of Central Punjab, Lahore	(2017-2021)
<b>ICS</b>	Intermediate, PGC, Lahore	(2013-2015)
<b>Matriculation</b>	Lahore School System, Lahore	(2011-2013)

## PROFESSIONAL EXPERIENCE

### Marketing Executive at OZ Techwork: (May 2021 – Present)

- Responsible in business strategy and decision making
- Marketing planning and identifying market opportunities
- Involved in creating the future product roadmap, keeping long-term scalability in mind
- Conventional marketing – Full branding with OOH marketing
- Digital Marketing (Fb, Insta, Google Ads)

### Internship at OPPO Mobile:

- Engaging with customers and clients and providing sales and services
- Improving customer service and internal processes

## CO-CURRICULAR ACTIVITIES

- Member of Industrial Liaison Society, UCP, Lahore. (2019)
- Organized Seminar on “**Fundamental Leadership Qualities**”, (UCP Lahore)
- Participant and Organizer of Business Idea Exhibition (2020)
- Social Helper - **RIZQ** (2021)

## ADDITIONAL SKILLS & EXPERIENCE

- Online selling using digital marketing platforms
- Owner at Private Business
- Managing Instagram and Facebook business
- Proficient at Canva Editing and Product based Photography
- Basic Knowledge Digital Marketing