Khizar Sajjad
IT, Product, Digital Marketing, E-Commerce Development

Growth-oriented and adaptable professional with over 3 years of industry experience. Currently pursuing a Master's in Software Systems Science, with a Bachelor's degree in Computer Science. Proven track record as a Team Lead managing projects in Digital Marketing, E-Commerce, Website Development, & Product Management.

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SKILLS

E-Commerce

Performance Marketing

Web Development

HTML/CSS/Git

UI/UX/Figma

Shopify/Webflow

Data Analytics

LANGUAGES

English
Full Professional Proficiency

German
Limited Working Proficiency

INTERESTS

Building Sustainable E-Commerce Ecosystems

Develop User-Friendly Interfaces & Websites

Branding & Lead Generation through Digital Marketing

IT & Product Management

Strong Affinity with Technology & Gadgets

Volunteer Work & Community Building

WORK EXPERIENCE

Product and Marketing Technology - Team Lead
OneScreen - Clary Icon ⬀
01/2023 - 09/2023   *Islamabad, Pakistan*
Smartboards manufacturing company, offering numerous consumer hardware and SaaS solutions

Achievements/Tasks
- Built Go-to-market strategies and successfully launched SaaS and hardware solutions in new markets
- Developed Landing Pages for OneScreen products and services using tools like Unbounce and Webflow and generated **500+** leads in one quarter
- Ran Ad & Email Marketing campaigns, keeping the Cost/Lead low while maintaining profitable acquisition
- Product Management & Testing for customers and clients; Steering role for the EdTech and R&D teams to advise them on improving existing products and explore new ideas

Digital Marketing - Executive
Clary Business Machines - Clary Icon ⬀
04/2021 - 12/2022   *Islamabad, Pakistan*
Online Retail Business, partnering with multinational brands to sell office equipment

Achievements/Tasks
- Built a sustainable E-commerce setup for the retail division of the business in the office equipment space for the United States market, involving business development, partnerships, and collaboration with the different teams.
- Developed multiple websites including Shopify and Magento stores with the latest E-commerce standards, improved design, and proper SEO transition, generating **2000+** leads. Enabled automations using AI tools, spreadsheet editors, Zapier, and more.
- Physical and social media branding for the company; Organic growth on LinkedIn, Facebook, Instagram, X.
- Managed Google Ads account and campaigns for multiple websites and products, generating **$1.8M** in revenue while keeping the ad spend to less than **5%** of the sales in one year.

EDUCATION

Master in International Software Systems Science
University of Bamberg ⬀
2023 - Present   *Bamberg, Germany*
Courses & Projects
- **Courses:** Distributed Systems Architecture and Middleware, Data Streams and Complex Event Processing
- **Projects:** Implementing a full stack Spring Boot application & deploying it on Google Cloud; Running a Data Stream Management System and develop queries for it in CQL

Bachelor in Computer Science
Bahria University ⬀
2017 - 2021   *Islamabad, Pakistan*
Courses & Projects
- **Courses in Focus:** Web Engineering, Software Project Management, Software Quality Assurance, Software Testing, Data Communication & Networking, Database Management System, Human Computer Interaction
- **Final Year Project & Thesis:** Web-Based Assessment System for computing programs of the University using ASP.NET MVC Framework, C#, HTML, CSS, Bootstrap, and SQL

VOLUNTEERING AND LEADERSHIP

UNICEF Deutschland - United Nations (01/2024 - Present) ⬀
Co-leading a Hochschulgruppe in Bavaria in volunteering and promoting children's rights through campaigns and projects.

Global Shapers - World Economic Forum (01/2023 - 12/2023) ⬀
Launched multiple impactful projects for the community, targeted towards young professionals and adolescents

AIESEC (01/2019 - 01/2021) ⬀
Served as a Regional Head for Customer Experience & Business Development, enhancing the exchange product & partnerships