

Khizar Sajjad

Bamberg, Germany | +49 1717444070 | khizarsajjad1@gmail.com | [LinkedIn](#) | [XING](#) | khizarsajjad.com

EDUCATION

University of Bamberg

Master in International Software Systems Science (Started in 2023, In Progress)

Bamberg, Germany

Bahria University

Bachelor in Computer Science (2017 - 2021)

Islamabad, Pakistan

Graduation Date: Mar 2021

SKILLS, INTERESTS, LANGUAGES

Digital Marketing, Web Development, HTML, CSS, Git, Python, Java Spring Boot, IT-Operations, E-Commerce,

Skills: CRM, ERP, Graphic Design, UI/UX, Social Media, Email Marketing, SEO, SEA, CRO, Analytics & Reports, Product & Brand Management.

Interests: IT & Product Management; Research & Develop User-Friendly Interfaces, Utilize Digital Marketing & Data Analytics to Generate Quality Leads; Community Service; Technology & Gadgets.

Languages: C1 English, A1 German, Native Urdu

WORK EXPERIENCE

OneScreen

Team Lead - Lead Generation

Islamabad, Pakistan

Apr 2021 - Sep 2023

- **Product and Brand Management:** Built Go-to-market strategies and successfully implemented them for SaaS and hardware solutions. e.g., Launching Interactive flat-panel display (IFPD) solutions in the Middle East and Africa region.
- Developed Landing Pages for OneScreen products and services using tools like Unbounce and Webflow and generated **500+** leads in one quarter
- Created and optimized Google Ad campaigns for different products, events, and demographics based on keyword and ad copy research, keeping the Cost/Lead low while maintaining profitable acquisitions (OneScreen).
- Made Email Marketing drafts, segmented users, and ran campaigns using tools like MailChimp to generate **70+** leads
- **Steering role** for the EdTech and R&D teams to advise them on improving existing products and explore new ideas
- 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 Shopify 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, and Twitter.
- 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 (Clary Business Machines).

VOLUNTEERING AND LEADERSHIP

UNICEF, United Nations

Co Lead

Bamberg, Germany

Oct 2023 - Present

- Co-leading a student group in Bavaria to volunteer and promote children's rights through activities.

Global Shapers - World Economic Forum

Member

Islamabad, Pakistan

Jan 2023 - Present

- Started two impactful projects for the community. 1st Project: Enhancing Youth Employability by Reducing the Gap Between the Skills They Learn Versus the Skills They Need. 2nd Project: Promoting Mental Health Awareness.

AIIESEC

Regional Head - CRM & Business Development

Islamabad, Pakistan

Feb 2019 - Feb 2021

- Led **20+** individuals across four quarters for quality standards delivery of the flagship exchange product across **15** universities, involving leadership development, cross-cultural internships, and volunteer exchange experiences across the globe.
- Led data tracking, increasing goal conversion rate to more than **80%**, which involved product development.
- Led **15+** individuals across two quarters for Partnership Development of the entity and managing Public Relations with the stakeholders.
- Led partnerships with over **10+** companies, leading to monetary raising, in-kind benefits, joint marketing ventures, and venue collaborations.

TOOLS & TECHNOLOGIES

Unbounce, Webflow, Figma, Atlassian, Microsoft Office, Google Workplace, MailChimp, Ahrefs, Semrush, HubSpot, Pipedrive CRM, E-Automate ERP, Zapier, Shopify, Magento, Google Services (Ads, Analytics, Looker Studio, GTM, GSC)