

Ali Amir

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PROFILE SUMMARY

Dynamic Business Administration student skilled in digital marketing, management, and data-driven decision-making. Proven ability to craft marketing strategies, lead teams, and optimize organizational performance. Passionate about driving growth through innovative solutions.

EDUCATION

Bachelor's Degree in Business Administration (BBA)

Karachi University Business School (KUBS) (2023–2026, Expected)

- **GPA:** 3.82 (Third Year)
- **Relevant Coursework:** Management, Marketing, Leadership, Economics, and Entrepreneurship

PROFESSIONAL EXPERIENCE

Habib and Sons | Karachi

Sales and Marketing Executive | Internship | June 2025 – September 2025

- Successfully submitted prequalification documents for large institutional tenders.
- Assisted in preparing quotations, maintaining compliance with bid requirements and specifications.
- Contributed to product strategy by coordinating with procurement teams and understanding client needs in B2B markets

Karachi Munnars Society (KMS) | Karachi

General Secretary | March 2023 – Present

Promotion Timeline: Member (Mar–Apr 2024) → **Director** (May–Aug 2024) → **Chief** (Sep 2024 – April) → **General Secretary** (May 2025–Present)

- Led recruitment drives, improving retention by 80%.
- Strengthened interdepartmental collaboration, reducing silos by 65%.
- Resolved 78% of member queries, ensuring smooth operations.
- Spearheaded and managed the registration process for MUNEXUS (MUN Conference), overseeing the onboarding of 400+ delegates, ensuring a seamless and efficient experience.

Dynamic Public Speaking Society | Karachi

Head of Human Resources Department | January 2025 – Present

- Conducted 100+ interviews, recruiting 30 top candidates.
- Developed the society's first structured database, improving data accessibility.
- Increased interdepartmental collaboration by 40% through strategic initiatives.

Global Teleservices | Karachi, Pakistan

Lead Generator | June 2023 – September 2023

- Qualified 10+ client leads for marketing campaigns, supporting business growth.
- Resolved client inquiries, enhancing customer engagement and boosting quarterly revenue by 8%.

LEADERSHIP EXPERIENCE

Head Boy, BBA Department & Student Council | GCCE | January 2025 – Present

President, Conversation Club | February 2025 – Present

Janna Jano (Advocacy Campaign for RTI) | January 2025 – Present
Member, Entrepreneurship Society | Youth Ambassador Program Karachi | June 2024 – Present
Member, Readers & Writers Club | Youth Ambassador Program Karachi | June 2024 – Present
LetsRead (Startup) | **Head Ambassador** | Remote | May 2024 – Present

SKILLS

Digital Marketing (Meta Ads, Google Ads, HubSpot) | CRM & Lead Generation | Content Strategy | Brand Communication | Data Analytics (Google Analytics) | Research Skills | MS Excel

Leadership | Strategic Thinking | Public Speaking | Team Collaboration | Problem-Solving | Adaptability | Stakeholder Communication | Event & Project Management

ADDITIONAL

LANGUAGES

English (Fluent), Urdu (Native)

CERTIFICATIONS

Digital Marketing – DigiSkills.pk

Google Digital Garage Certificate – Fundamentals of Digital Marketing

HubSpot Content Marketing Certification – Content strategy & brand storytelling

Meta (Facebook) Blueprint Certification – Social media marketing & advertising

Google Analytics Certification – Data-driven marketing & web performance tracking

Customer Relationship Management (CRM) Certification – HubSpot Academy

INTERESTS

- **Entrepreneurship & Startups** – Exploring business innovations and leadership strategies.
- **Public Speaking & Writing** – Published an article on Empowering Citizens through RTI in a newspaper.
- **Social Media Strategy & Digital Marketing** – Creating and analyzing content trends.
- **Reading & Philosophy** – Engaging with thought-provoking books and discussions.
- **Podcast Listening** – Learning from industry leaders on business, self-growth, and marketing.
- **Conferences & Workshops** – Actively attending events to enhance skills and expand networks.