

SYED GHULAM MUSTAFA



+923452747366



syedghulammustafa23@gmail.com



Karachi, Pakistan

About Me

Aspiring media professional with hands-on experience in business development, team management, and digital communication. Seeking opportunities in news channels or production houses to grow within a creative and fast-paced environment.

Education

February 2025

Bachelor's in Media Science

Indus University, Karachi

Basic Expertise

- Photography
- Content Creation
- Basic Video Editing & Script Writing
- Social Media Content Planning
- Media Production
- Visual Storytelling
- News Reporting
- Digital Filmmaking

Experience

Email and Telemarketing Business Developer

Nov 2024 – Present

Zaphyr Pro, Karachi

- Handling client communication via email and calls.
- Supporting marketing campaigns and business development.
- Collaborate with the marketing team to align telemarketing strategies with broader business development goals

Experience

Co-Founder

May 2022 – Present

Skyline Production, Karachi

- Initiated and co-manage a small production unit focusing on freelance media projects.
 - Responsible for directing, editing, and project planning.
 - Lead creative direction, ensuring each project aligns with client objectives, and brand identity.
-

Experience

Team Leader

Oct 2022 – Aug 2024

RJ BPO, Karachi

- Managed a team of agents for customer support operations.
 - Supervised call performance and training.
 - Conducted training sessions for new hires and refresher programs for existing staff to align with evolving campaign requirements.
-

Experience

Agent

GRG, Karachi

Sep 2022 – Oct 2022

- Conducted outbound calls for international campaigns.
- Prepared performance reports and communicated weekly metrics and progress to senior management.
- Acted as the first point of escalation for complex customer issues, providing effective and timely resolutions.

Experience

LT Agent

StarBPO, Karachi

Sep 2020 – Sep 2022

- Provided customer support and handled data entry.
 - Assisted in optimizing scripts, call handling techniques, and workflow processes for improved client experience.
 - Maintained a high standard of professionalism, resulting in increased customer retention and positive feedback.
-

Experience

Agent

Spectrum, Karachi, Sindh

Aug 2018 – Aug 2020

- Assisted in customer engagement through call services.
 - Achieved daily and monthly targets for call handling, lead generation, and complaint resolution.
 - Followed communication scripts and protocols to ensure compliance with company policies and international standards.
-

Academic Project

THESIS

Short Film School

Feb 2025

- Conceptualized, wrote, and directed a short film as part of the final year Media Science thesis.
- The project highlights themes of inequality in education, perseverance, and hope, aiming to raise awareness about the barriers faced by marginalized youth.
- Responsible for script development, casting, location scouting, directing, and supervising the entire post-production process.