

MUHAMMAD TALHA SULTAN

CONTACT

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SKILLS

- Attention to Detail
- Communication
- Customer & Audience Engagement
- MS Office
- Social Media Marketing
- Market Research
- Survey & Trend Analysis

EDUCATION

- MS Business Analytics | 2025-2026 | OSU, Corvallis**
 - Major: Marketing Insights & Analytics
- BBA | 2020-2024 | SZABIST, Karachi**
 - CGPA: 3.4
 - Major: Marketing
 - Graduation: June 2024
- F.SC. (PRE-ENGINEERING) | 2018-2020 | Superior College of Science, Hyderabad**
 - Grade: A+
- MATRIC | 2016-2018 | Army Public School S.R.C., Hyderabad**
 - Grade: A
- Digital Marketing Course | 2022 | Edskill**

LANGUAGES

- English
- Urdu

OBJECTIVE

A results-driven marketing professional with expertise in social media management, digital marketing, and market research. Currently pursuing a Master's in Business Analytics at Oregon State University (Corvallis) to enhance my analytical skills and gain data-driven insights into marketing strategies. Passionate about leveraging data analytics to drive business decisions and optimize marketing performance.

WORK EXPERIENCE

Social Media Manager at VFMSEO MAY 2024 – NOVEMBER 2024

- I managed social media handles of 4 companies, ensuring consistent branding and messaging across platforms while spearheading Meta Advertising Initiatives.
- I developed and executed social media strategies, tactics, and campaigns to enhance online presence, engagement, and brand awareness.
- I conceptualized and created engaging social media content, including post copies, graphics, and videos, to captivate audiences and drive interactions.

Social Media Associate at Fame Business Solutions JANUARY 2024 – JUNE 2024

- I manage social media handles of 4 companies.
- I was responsible for coming up with strategies and tactics to increase social media presence.
- I brainstormed on regular basis to come up with interesting post copies and have them designed to upload it on social media.

Marketing Intern at Fame Business Solutions OCTOBER 2023 – DECEMBER 2023

- I managed the social media handles of 2 companies.
- I was responsible for developing strategies and tactics to increase social media presence.
- Meeting with potential clients and responsible for internal communication within the Organization.

Sales Intern at PepsiCo Pakistan JULY 2023 – AUGUST 2023

- Worked on 3 significant projects related to market survey and analysis.
- Brainstormed and Implemented new and innovative ideas that could potentially shape the future of the company

CRUCIAL PROJECTS

- Organized SZABMART [2022] at "SZABIST Karachi"
- Organized NEXUS1.0 [2021] at "SZABIST Karachi" with SZABIST Entrepreneurial Society
- Conducted a Business Research for PIA Training Center on "Why Youngsters are not interested in joining their Training Courses."
- Designed a 360-degree Communication Campaign for Workout Studio.
- Designed & Implemented a Social Media Campaign on "Pakistan Railways"
- Consumer Behaviour Research on "Techno as a Smartphone Company"
- Assistant Director of Marketing at Szabist Entrepreneurial Society (SES) from July 2021 to June 2022