

MUHAMMAD FAISAL



WHO I AM AT A GLANCE

A certified Product owner and CRM specialist, with a proven record of achieving different technical projects based on CRM, E-commerce and ERP systems from concept to completion, having national and international exposure. I am also an expert in handling SaaS-based programs, and Web Apps, I'm brisk, self-confident, well-mannered person and a quick learner with a wide range of exposure.



PROFESSIONAL SKILLS

- Product Development
- Brand Management
- User Stories development
- Blogging / Proposal / Article Writing
- Market Research
- Digital Marketing



CONTACT

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PERSONAL SKILLS

- Insight Researcher
- Team Player
- Speaker and Writer
- Adaptability
- Conceptual and Analytical
- Multi Channel Specialist

EMPLOYMENT HISTORY

PRODUCT OWNER

May 2021 - still - Ideliver Consultancy

- Dealing in the area of CRM and App development
- Enlisting the backlogs and priorities of task
- Assisting the Product Manager to transfer the concept of the Sprint to the development team
- Successfully rolled out multiple features in the existing product suite
- Understood and evaluated business requirements to create and deliver quarterly product road-maps

CONSULTANT (PRODUCT OWNER - BA)

Dec 2019 to 2021 Reaver Technologies

I have remained a consultant with 3 different clients and managed their products as a Product owner:

www.justinhealth.com (Product owner - BA)

www.phaseline.net (Product owner)

CRMsonraj.com (Product Liaison)

BUSINESS DEVELOPER - BA

July 2017 to Dec 2018- Appnoit/Server4sale (Cyber Security)

- Managed Upwork account to sell web app, mobile app and CRM.
- Preparing scope of the project
- Generating leads and sending proposals to international clients.
- Liaise between project team and stakeholders to create a cohesive project plan.
- Brand awareness for Internet security solution,



ACHIEVEMENTS AND AWARDS

- Awarded for giving a lecture on Digital Marketing from Ilma University
- Financial Engineering
- Awarded for Youth Evolution
- Published Motivational Articles
- Cubicle Etiquette from Zigron
- Communication & Writing
- Management & Business Strategy For Leaders from ZTC



CLIENTELE

- idevdirect.com
- justinhealth.com
- Appnoit.com
- CRM Sonraj
- .Gharyal.com etc...

SALES & MARKETING EXECUTIVE

Feb 2016-May 2017-Sharaf DG LLC (Oman)

- Development of sales.
- Directly co-ordination with buyers.
- communication and negotiation with suppliers.
- Sales activity analysis.
- Follow up of deliveries.
- Arrangements and controlling the brand's promoters.

SALES AND PROJECT EXECUTIVE

Mar 2013 to June 2015 - Mcube Pvt Ltd (Media)

- Control all Agency's follow up and building contacts.
- Development of sales, marketing & promotional expenditure forecasts by marketing intelligence.
- Operated TNBT software.
- Communication and negotiation with media planning Head.
- Scheduling of value addition in order to business terms.
- Sales activity analysis.



ACADEMIC EDUCATION

- BS (Computer Science) 2011
- MBA (Brand Management)
- Certification of Project Management
- Certification of Digital Marketing.



PUBLISHING

- <https://www.scribd.com/document/348081517/Fear-of-Failure>
- <https://www.scribd.com/document/405573244/EDUCATION-IS-NOT-ENOUGH>



SOCIAL NETWORK

- <https://www.instagram.com/faisalraza104/>
- <https://www.youtube.com/channel/UCXYyv6a07MmCDD-NTJRevMw>
- <https://www.linkedin.com/in/muhammad-faisal-raza-b2369680/>