

Muhammad Kamil

Experienced senior-level professional with years of success in technology, e-commerce, marketing, and operations. Proven track record in strategy development, e-commerce management, and team leadership. Skilled in system infrastructure, digital marketing, and achieving results.



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EXPERIENCE

RayJoy Tech

Lahore , Shopify Lead, data Management

March 2024 - Present

Ray Joy, a software house based in Houston, USA, was involved with various web-based projects.

- Created and managed a marketplace based out of the UK (client = localverse.io).
- Helped on data management projects from Data Tagging to Data Analysing and maintaining data for various departments with different requirements (client = Staffbase.com)

Ostruce (www.ostruce.com)

Lahore , Chief Technology Officer

Dec 2022 - Present

Ostruce is a sustainable lifestyle brand offering a range of organic Ostrich Oil products for pain relief, hair care, and skin care, benefiting over 100,000 customers since 2011.

- Experience managing the e-commerce platform for Ostruce, a sustainable lifestyle brand.
- Successfully handled data management and analytics for the company's operations.
- Implemented cybersecurity measures and ensured privacy protection for customer data.
- Led the IT team, providing effective leadership and guidance.
- Developed and optimized mobile applications and enhanced user experience.
- Managed vendor relationships and ensured smooth collaboration.
- Engaged in innovation and research activities to drive product development and improvement.

EDUCATION

Pak Aims (IMS), Lahore —
Masters in Computer
Sciences 2014-2017

Punjab University,
Lahore— (B.A) Bachelor of
Arts 2014

Beaconhouse Lahore ,
Lahore— A'Levels
2011

Beaconhouse Gujranwala,
Gujranwala— O'Levels
2009

SKILLS

Web Development

Coding & Programming

UX & Ui Design

Digital & E-Commerce
Strategy

CRM & CMS Platforms

Kaprang Fashions (www.kaprang.com)^{now defunct}

Lahore , Chief Technology Officer / Co - Founder

Dec 2021 - Dec 2022

Conceived as an idea for a multi brand Store that empowers women in the female fashion apparel industry by giving them a platform to have digital presence globally. In 6 Months at Kaprang with a marketing budget of Pkr .7 Million we achieved a revenue of Pkr 3 Million Out of which 1.3 million was from online sales and 1.7 from the other revenue streams employed by the business.

- Developed and executed technical aspects of the company's strategy.
- Implemented new technologies to enhance business operations and digital presence.
- Assisted departments in using technology profitably.
- Supervised system infrastructure for optimal performance.
- Maintained and improved the company's Shopify website.
- Built quality assurance and data protection processes.
- Managed logistics and day-to-day business operations.
- Responsible for the Accounts Department.

Vizyon Interiors

Lahore , Head Tech , Head HR , Head Sales.

July 2021 - Dec 2021

A one stop shop for all your construction and designing needs. From conceptualization of a house to turn key, solutions provided.

- Oversaw sales teams for indoor, outdoor, and corporate clients.
- Responsible for hiring and firing in the HR department.
- Designed and developed the company's website.
- Managed the company's website and ensured its smooth functioning.
- Managed the company's social media presence and engagement.

Bellwether Digital Media

Lahore , Team Lead / Founder.

Jan 2017 - Present

With a comprehensive range of services including website design, social media management, graphic design, photography, videography, and a cutting-edge studio, Bellwether Digital Media is a full-service marketing agency committed to helping businesses stand out and captivate their audience.

- Collaborate with clients to develop effective marketing strategies.
- Managed geographically distributed teams and projects.
- Oversaw website development from concept to launch.
- Conducted market research to identify emerging trends.
- Monitored and optimized social media accounts.
- Created and managed advertising campaigns on multiple platforms.
- Collaborated with third-party vendors and contractors.

TECHNICAL SKILLS

Content Management Systems : Shopify , Wordpress , Wix , Custom Coded. These tools help create an online presence.

Project Management Software: Microsoft Project, Asana, Trello, Jira, or Basecamp. These tools help in planning, scheduling, tracking progress, and managing project resources.

Agile Project Management: Agile methodologies and tools like Scrum boards or Kanban boards to facilitate agile project management and iterative development.

Project Collaboration Platforms: Experience with platforms like SharePoint, Confluence.

Remote Project Management: Proficiency in utilizing various remote project management tools and techniques to manage virtual teams and distributed projects effectively

- Analyzed campaign performance metrics for data-driven improvements.
- Designed and developed user-friendly online stores.
- Introduced an innovative concept of an online Fashion Boutique.

Some of the projects completed under Bellwether Digital Media

- (1) Ostruce ostrich oil (www.ostruce.com) (till Dec 22 , then inhouse for Ostruce)
- (2) Needle Run (www.needlerun.com)
- (3) Fem Games (www.femgames.com)
- (4) Ahsan Hussain (www.ahsanhussaincouture.com)
- (5) Shop Our terms (www.shopourterms.com)
- (6) Nutris Life (<https://nutrislife.com/>)
- (7) Rukhez Beauty (<https://rukhezbeauty.com/>)
- (8) Molecular Wonders (<https://molecularwonders.com/>)
- (9) Nine ninety Nine (<https://999.com.pk/>)

And more can be provided on request

INTERPERSONAL SKILLS

Excellent Communication Skills

Empathy & Understanding

Conflict Resolution

Adaptability

Emotional Intelligence

Leadership

Active Listening

Collaboration & Teamwork

Conflict Management

Problem-Solving

Time Management

Critical Thinking

STRONGMAN SECURITIES (PVT)

Lahore , IT & Operations Manager.

July 2010 - Jan 2017

A brokerage House in the Pakistan Stock Exchange (Formerly Lahore Stock Exchange).

- Client Services,Sales Operation and IT.
- Setting performance goals and objectives
- Keeping accounts and clients details in check
- Responsible for maintaining a team dealing with the financial needs of the clients.
- Responsible for accomplishing immediate and long term goals of the firm to meet the needs of the clients.
- Monitoring the services provided by the organization.
- Setting Up their Website in 2015
- Maintaining their website till 2019-Ensuring that Management policies and plans are implemented effectively.
- Prepared reports that are required to be submitted to the CBC/NCCPL/SECP/PSX.

Other Projects

The Mattress company , (started a Spring Mattress providing high quality Mattresses , closed in covid)

Thela , CEO (A desi Food Store at Barki Road Lahore , Closed in covid)

Karvan Kamil (Import & Export Company)(exported multiple products all over world)

Vybonline.com (own store for apparel and accessories)

Geekynation.com (own store for pop culture items)

Petoasisstore.com (Dropshipping)

Mjskcorp.com (Amazon FBA)

Industries Served

- Software Development
- Networking and Telecommunications
- IT Services and Consulting
- E-commerce and Online Retail
- Cloud Computing
- Artificial Intelligence and Machine Learning
- Data Analytics and Business Intelligence
- Mobile App Development
- Digital Marketing and Advertising
- Gaming and Entertainment
- Health care
- Food
- Apparel

References.

Ahmed Kazi , CEO , Ostruce .

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