

**Mian Hassan Mustafa**

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### EDUCATION

**Lahore University of Management Sciences (LUMS)**  Aug 2018 - May 2022

BSc (Honors) in Management Sciences

### CERTIFICATIONS

**Coursera**

Managers Toolkit (- University of London)

Market Research and Consumer Behavior (-IE Business School)

Introduction to Personal Branding (-university of Virginia)

### EXPERIENCE

* Intern at Creative Morph June 2020 – July 2020
* I had a four-week internship at Creative morph related to marketing. During this period, I contacted with various organizations internationally for this firm located in Pakistan and generating leads.
* Director at Riayat Lums Chapter June 2020 – July 2021
* I Served as the director finance at Riayat Lums Chapter for a year. Proposed budgets, managed society financials and took part in the decision making regarding future road map of the society. Conducted different drives and online sessions.

* Beyond the Books: May 2019 – July 2019
* I had a six-week marketing internship at this startup whose aim was to work on extra circular and character developing curriculum in underprivileged and government institution.

### PROJECTS

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| **RESEARCH PROJECT** | * Did research regarding provision of education for child laborers in Pakistan and suggested policies.
* Did various marketing, retail and sales related projects related to food and beverage industry, retailers, and technical firms.
* Calculated co-relation of GDP and life expectancy in Pakistan by using statistical software R.
* Made analysis of stock market and determined the accurate market price of Honda Atlas.
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| **MANAGEMENT PROJECT** | * Hosted 3 main iftar and Ration Drives in 3 main cities of Pakistan for more than 3000 people under the umbrella of Madad Foundation.
* Arranged food carnivals at college and a trip at university.
* Lead marketing and HR teams in societies at LUMS.
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### ADDITIONAL SKILLS AND EXPERIENCE

* Proficient with Microsoft Word, PowerPoint, Excel, Risk
* Public speaking
* Creative Writing

### HONOURS AND AWARDS

* 100% Merit Scholarship at College (2016-2018)
* 3 times gold medalist at school while competing with more than 1500 students.
* Got 1st position in Punjab in IKMC.
* Captained badminton team at school.
* Team lead at boys scouting training Ghora gali, Murree.
* Got gold medal at Lums marathon (2019)

### EXTRA CURRICULAR

Societies experience

* Director External relations and promotions at Riayat Lums Chapter philanthropic Society at LUMS (2021-present)
* Director HR at Lums Literary society (2020- 2021)
* Assistant Director marketing Department – Sports at LUMS (2020 – 2021)
* Director Events Department -Environmental society LUMS (2020 – Present)
* Member Marketing Department –LUMS Culture society (2019)

### Volunteering

* Volunteer at Blood link – LUMS Community Service Society, LUMS 2018
* Volunteered at LUMS annual career fare.
* Volunteered in a fund raiser event for RIZQ LUMS for eradicating hunger across Pakistan.

### INTERESTS

* International & Current Affairs
* Entrepreneurship
* Hockey
* Debating

### LANGUAGES

Fluent in English Urdu and Punjabi

Know Arabic