



Muhammad Mohsin Raza

EDUCATION

PhD Scholar

SZABIST, KHI

2018 – 2021 (ongoing)

MBA, Marketing

DHA Suffa University, KHI

2013 - 2016

KEY SKILLS

- Digital Marketing | Management
- SPSS, AMOS, SMART PLS
- Data Collection & Analysis
- Academic Writing
- Q & Q Research Methods

SOFT SKILLS

- Leadership
- Team Collaboration
- Communication
- Time Management
- Problem Solving

CERTIFICATES

- Digital Marketing
- Data Analytics & BI
- Multivariate Analysis
- Microsoft Office Specialist
- E-Commerce Management

ACHIEVEMENTS

- Alumni Ambassador at DSU
- Guest Speaker at SZABIST
- Dean Honor List at 3.60 SGPA
- Volunteer at HRS

INTEREST

- Technologies & Innovation
- Public Speaking | Volunteer
- Travel & Culture | Reading
- Cricket | Badminton

LANGUAGES

- Punjabi | Urdu | English

CONTACT

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WORK EXPERIENCE

Principal

Feb, 2024 – April 2024

Punjab College Dokota (Sub Campus), Punjab

- Handling administrative and academic operations.

Lecturer & MIS Officer

2023 – 2024

Punjab College Mailsi, Punjab

- Subjects: Social Science and Science of Global Challenges
- Implementation of Punjab Group SOP

Social Media Manager

2023 – 2024 (Remotely)

Curtain Point-The Interior Designer, KHI

- Built and executed social media strategies
- Analyzed performance metrics
- Ensured consistent brand messaging across platforms

Research Manager

2022 – 2024 (Remotely)

BioMD Pharma & Distributor LLC, USA

- Design and led research strategies
- Managed and analyzed research projects
- Collaborated with cross-functional teams

Visiting Faculty

2022 – 2023

Sindh Madrasa-Tul-Islam University, KHI

- Fall Semester 2022 – Spring Semester 2023

Visiting Faculty

2020 – 2021

DHA Suffa University, KHI

- Spring 2020 - Summer 2021

Coordinator

2017 – 2023

DHA Suffa University, KHI

- To plan, coordinate and organize competitive sports activities.

Operation Manager

2016 – 2017

Bravo – Food Chain

- Oversaw all aspects of management daily operations.

Content Developer Internee

2015-2016

Brands Maker Pakistan

- Built and created engaging content
- Collaborated with design and marketing teams

Research Internee

2015-2016

European Financial Marketing Association, Paris, France

- Research Projects, MBA

Warehouse In-Charge

2013 - 2015

Bravo – Food Chain

- Warehouse Management FIFO & LIFO
- Overseeing overall procurement, store activities.

PUBLICATIONS | CONFERENCES

- Raza, M., Zaman. Sohaib, Qabool. Sahar, Alam. Hasnain, Syed., Rehman, Shafiq. (2022). Role of Marketing Strategies to Generation Z in Emerging Markets. *Journal of Organizational Studies and Innovation*, 9(3), 16-43. (Web of Science, ISI Indexed)
- Kazmi, H. A., Zaman, I., Ahmed, J., Raza, M. (2020). Science of Avoidance in Branding. *Journal of Organizational Studies and Innovation*, 7(4), 19-34. (Web of Science, ISI Indexed)
- Kazmi, H. A., Raza, M., Ahmed, J. (2020). Impact of Destination Service Quality on Revisit Intention in Tourism. *Journal of Organizational Studies and Innovation*, 7(3), 26-45. (Web of Science, ISI Indexed)
- Kazmi, H. A., Aqil, M., Raza, M. (2019). Horizons of Neuromarketing in Consumer Behavior. *European Online Journal of Natural and Social Sciences*, 8(3), 99-107. (Web of Science, ISI Indexed)
- Kazmi, H. A., Ahmed, J., Raza, M. (2019). Brand Hate: The Case of Emerging Economy. 15th South Asian Management Forum. (Conference Paper)