

HAMZA TAHIR



PERSONAL DETAILS

Mailing Address: House 163, Street 10, F-Block, H-13 Islamabad, Pakistan_

Email: hamzatahirrr@gmail.com

Phone: +92335-4269200

Date of birth: September 8, 1996

Place of birth: Islamabad, Pakistan

Gender: Male

Nationality: Pakistan

PROFILE

Experienced leader with a comprehensive academic background in management sciences, specializing in the analysis of social media influencers and their effect on consumer behavior. Skilled in strategic planning and organizational development, with a commitment to fostering innovation and sustainable growth in competitive markets.

EDUCATION

MPhil in Management Sciences

Sep 2021 – Sep 2023

Quaid-i-Azam University, Islamabad Pakistan

- Dissertation: Social Media Influencer and its impact on consumption behavior in fashion industry.

Bachelor in Business Administration

Feb 2016 – Jun 2020

National University of Modern Languages, Islamabad Pakistan

PUBLICATIONS

Mar 2022

- Hina Rehman, Syeda Farah Kazim and Hamza Tahir. (2022). Bullied Victims Spend More: Tendency towards Compulsive Buying Behavior, Pakistan Journal of Social Research. 4(1), 820–828.

Mar 2022

- Hina Rehman, Muhammad Zeeshan and Hamza Tahir. (2022). Store Loyalty and Impulsive Buying. Pakistan Journal of Social Research. 4(1), 829–837.

INTERNATIONAL CONFERENCES

Jul 2025

- Muhammad Ishtiaq Ishaq, Hamza Tahir and Ali Raza. (2025). Relative Importance of Social Media Influencers and Celebrity in Purchase Intentions Using Multi-Method Research Design, The 26th Academy of Marketing Science World Marketing Congress.

PUBLICATIONS (under review)

- Perceived overqualification of STEM professionals: How STEM-based career identity and leadership support can turn potentially bad situations into opportunities in Asia Pacific Journal of Management (Manuscript ID. APJM-D-22-01093R1) (Fnege 2022-3, Journal related to Business, Management and Accounting, Scimago Ranking H index 95,

EMPLOYMENT

CEO/Founder Jan 2023 – Present
Square360, Islamabad, Pakistan

- Founded and developed a successful company from initial concept to profitable operation in Islamabad, Pakistan.

Marketing Executive Jan 2022 – Dec 2022
Quality Engineering Services, Islamabad, Pakistan

- Managed social media platforms and digital marketing efforts, resulting in a measurable growth in online presence and followers.

Digital Marketing Manager Nov 2020 – Dec 2021
Alliance Solutions, Islamabad, Pakistan

- Developed and executed comprehensive digital marketing strategies that increased brand awareness and engagement across multiple online platforms.

CAREER OBJECTIVE

A dedicated and hardworking learner seeks the knowledge of the latest trends. Work at independent level as well as the member of the team.

RESEARCH DIRECTION

Social media marketing, in store promotion and influencer marketing.

SKILLS

Digital Marketing



Social Media Management



Leadership



SPSS



HOBBIES

■ Traveling

■ Networking

■ Blogging

■ Photography