

MOHD. SHAHNAWAZ KHAN

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PROFILE SUMMARY

I believe in being a student forever. I have worked for the last 4 years in diverse roles pertaining to Content Strategy and Creation, Business communication, Digital Marketing, Business Development and Information Technology. I seek to challenge myself every day and create solutions for the stake holders of the industry I join next.

CORE COMPETENCIES

Brand Building	Campaign Designing & Management	Digital Marketing
Brand Activation	Brand Packaging & Designing	OS: Linux, Windows
Public Relation	Marketing Comm.	Core Java, OOPs Concept
Event Management	Network: DNS, TCP/IP, CCNA	AWS Cloud
Product Launch	Extensive knowledge of MS Office	

EDUCATION QUALIFICATION

- Bachelor of Technology (B.Tech) in ECE from Integral University, Lucknow, India in 2018
- HSC from St. Teresa's Day School, Lucknow in 2013.
- SSC from St. Teresa's Day School, Lucknow in 2011.

ORGANISATIONAL EXPERIENCE

Organization - Indian National Youth Foundation

Designation – Founder & CEO (Dec'14 – Till Now)

Key Responsibility Areas:

- Founded Indian National Youth Foundation, India's first multi-disciplinary non-profit organization led by group of youths. Having presence in more than 1000+ Colleges & University across India & Abroad.
- Business and finance management including annual growth projection, managing budget, allocation of funds to department.
- Designed Brand Logo.
- Built, managed, and led a workforce of 20-25 people
- Create and develop consistent brand stories and social media campaign.
- Tie-up with other organization across India for affiliate marketing and visibility.
- Handle website and social handle users with real Time monitoring
- Responsible for researching and strategizing in International market.
- Driving brand expansion and marketing plan in International & Pan India markets.
- Study about market regulation and policies.
- Handling PR activities and monitoring releases.
- Client relationship management
- Key account management & development
- Taking care of digital media and analytics.
- Launched Cloth Bank across India
- Partnership with India's leading Hotel Chain Fab Hotels
- Organizing National events to boost the brand value.

Highlights

- Bootstrapped since Day 1 and achieved break even within 2 months of inception.
- Developed business plan for the organization.
- Curated Business plan for Naukrigram, Youthyan, Uthify, The Indyan, INYF.Tech
- **The Indyan** : An Indian e-newspaper with aim to spread love and unity.
- **Youthyan** : An online story telling website. Story can be available in audio & written form with translation in major languages.
- **Naukrigram** : It is an international job positing website having presence on all leading social media platform to help job seekers to connect with the companies directly. It will evaluate the candidate qualifications and help the company in hiring process from start to end.
- **Uthify** : It is an EdTech start-up influencing parents to move on to traditional form of caching with digital flavour. It will provide the job opportunity to housewives, college students, even to school going students.
- **INYF.Tech (inyf.tech)**: It is a Technology consulting arm of INYF Group with aim to provide the digital solution to the MSME Companies from strategy to execution in a minimal cost. We are aiming to provide 80% of profit for social cause and rest 20% will be utilized in administration.

Organization - Redington Gulf FZE

Designation – Cloud Engineer (Oct'19 – Sep'20)

Key Responsibility Areas:

- Handled client communication regarding requirements, troubleshooting etc.
- Support the onsite team on technical issues
- Worked on IAM, users, groups, policies, Roles
- Provided High Availability to the website using Auto scaling
- Worked on creating Virtual Private Cloud and configuring subnets
- Worked on EC2 creation and configuring for different environments
- Worked on EBS volume resizing, volume extension and EC2 resizing
- Worked on AMI Image, Snapshot for configuring EC2 instance
- Remote login to Virtual machine instance to troubleshoot, monitor and to implement updates to the application
- Filtered network traffic with a Network Security group
- White listing and Blacklisting IP based on the client requirements
- Exchange Server: Office 365 full support.

Organisation- Uttar Pradesh Power Corporation Limited (UPPCL)

Designation- Intern (May'17 - June'17)

Key Responsibility Areas:

- Intern to the Chief Engineer of substation 132/33kv at Tikat Rai Talab, Lucknow.
- Study of electricity distribution system works from generation station to residents.
- Responsible for creative development for marketing campaign
- Monitor product distribution and consumer reactions through focus groups and market research
- Responsible for developing, implementing and executing strategic marketing plans
- Research and analyze market trends, demographics, pricing schedules, competitor products and other relevant to form marketing strategies

Organisation- Twenty19.com

Designation- Intern, Campus Ambassador (Nov'16 - July'17)

Key Responsibility Areas:

- Create brand awareness in Integral University
- Regular students' feedback to improve student experience
- Organize, handle and manage events
- Implementation of marketing strategies to boost revenue.
- Create content, maintain online and social network
- Send effective brand message across the platform
- Devise strategies to drive online traffic, handling social media pages & websites
- Analysis and evaluate consumer insight
- Plan, develop and implement marketing efforts
- Create strategies to increase the effectiveness of the digital campaigns
- Supervise brand image and online content
- Strategic Tie-ups with brands looking forward for promotion in various trade
- Monitor and maximize institutional sales performance and drive profits.

LEADERSHIP EXPERIENCE

- Board Member, Youth Foundation of India, 2017-till.
- Member of Alumni club, Integral University, Lucknow
- Coordinated Logo and Poster Competition for FIESTA-18 Annual Fest, Integral University 2018.
- Coordinated FIESTA-17, an annual Inter University Technical, Literary, Cultural & Artistic fest of Integral University, Lucknow.
- Coordinated the International Seminar on " Present Scenario & Future Prospective of Research in Engineering & Sciences -17" organized by IEEE & Integral University.
- Campus Ambassador of TECHNIECHE-17 the annual fest of IIT Guwahati.
- Campus Ambassador of Cognizance 2017, an annual fest of IIT Roorkee.
- Coordinated the National seminar on Power of Setting Goals-16 organized by IEEE & Integral University.

CERTIFICATES

- AWS Certified Solution Architect Associate.
- AWS Certified Cloud Practitioner.
- Cisco Certified Network Associate (CCNA) trained.
- PG Diploma in Computer Application, a one-year computer application course from Safalta Computer Education, Lucknow.

INTERPERSONAL SKILLS

- Ability to rapidly build relationship and set up trust.
- Confident and determined.
- Ability to cope up with different situations.

INTERESTS & HOBBIES

- Reading Journals & Newspaper
- Cooking
- Internet browsing
- Listening to music
- Learning new technologies

PERSONAL DETAILS

- Date of Birth : 06/11/1995
- Languages Known : English & Hindi
- Marital Status : Single
- Nationality : Indian

DECLARATION

I **Mohd. Shahnawaz Khan**, hereby declare that all the above furnished information is true and to my best knowledge.

Place: Lucknow