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Muhammad Nasir

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PROFESSIONAL EXPERIENCE

Marketing Specialist **Truva Administration OÜ** **01/09 /2022 – Present**
Tallinn, Estonia

- Manage HubSpot CRM for email campaigns, focusing on segmentation, targeting, and market outreach.
- Develop and maintain project websites using Webflow, WordPress and Elementor.
- Conduct brand audits on website iframes in Figma for visual consistency.
- Social media management and automation through Buffer.
- Lead newsletter and community engagement initiatives on LinkedIn, SubStack and Byword.ai.

Project Coordinator **Erasmus Traineeship** **01/05/2022 – 01/08/2022**
Navarre, Spain

- Conducted project audit and SWOT analysis.
- Designed and executed effective marketing campaign for regional products.

Personal Assistant to CEO **Ronin Pakistan** **25/02/2021 – 30/06/2021**
Karachi, Pakistan

- Orchestrated CEO’s daily tasks, ensuring seamless operations.
- Prioritized and managed CEO’s workload with efficiency.
- Facilitated communication among GM, teams, and CEO.
- Scheduled high-level meetings and appointments adeptly.

Virtual Assistant **Amazon Australia** **05/10/2020 – 30/01/2021**
Freelancing

- Product hunting by using different tools like Helium 10
- Product sourcing from China. This includes on site inspections as well.
- Product listing on Amazon. Creation of account and A to Z account set up.
- Product ranking. This includes organic and paid marketing efforts including PPC.

EDUCATIONAL BACKGROUND

Tallinn University **MA in Social Entrepreneurship** **August 2021 | August 2023**
Tallinn, Estonia *CGPA: 3,64*

Forman Christian College **Bachelors in Business/Marketing** **August 2021 | August 2023**
Lahore, Pakistan *CGPA: 3.2*

KEY SKILLS AND EXPERTISE

CRM - HubSpot and Mailchimp:

- Designing and executing targeted email campaigns.
- Managing sales and leads funnels for optimal performance.
- Developing workflows and automation for customer lifecycle management.
- Running reports, analytics, and audits to ensure accuracy.

Social Media:

- Analysing social media performance metrics to refine strategies.
- Scheduling and managing posts to maintain consistent online presence - using Buffer.
- Engaging with followers, responding to comments and fostering active online conversations.
- Collaborating with in-house designers to create impactful visual content.
- Creating targeted ad campaigns to drive lead generation and brand awareness.

Web Development:

- Building websites using WordPress and Elementor for responsive, user-friendly design.
- Experience with one.com website builder (drag and drop), creating websites and landing pages.
- Managing one.com domain portals including DNS settings, email setup and hosting configurations.
- Designing landing pages using Canva for compelling visuals and optimised layouts.
- Integrating and troubleshooting plugins, ensuring seamless functionality of websites.
- Managing website SEO settings for enhanced online visibility.
- Overseeing ongoing website maintenance, updates and user experience improvements.

KEY PROJECTS & CONTRIBUTIONS

1. XTCC - EXCHANGE TRADED CARBON CREDITS

Website: <https://xtcc.investments>

> **Tools i have used for this project:**

- Website Builder • Canva for hero design
- Substack • HubSpot for website forms/leads.

2. SUSTAINABLE CAPITAL PLC - A FUTURE WORTH INVESTING IN

Website: <https://www.sustainablecapitalplc.com/>

> **Tools i have used for this project:**

- Webflow • Canva
- Substack • HubSpot for website forms/leads.

3. FUNDING FOR HOUSING - UK SOCIAL HOUSING

Website: <https://www.fundingforhousing.com/>

> **Tools i have used for this project:**

- WordPress • Elementor
- Canva • HubSpot - Integrated forms
- Substack

4. AL WASEELAH - SHARIAH COMPLIANT SUKUK ISSUANCE PLATFORM

Website: <https://alwaseelah.co>

> **Tools i have used for this project:**

- One.com • Website Builder
- Canva • Substack
- HubSpot - Integrated forms

5. AYUNTAMIENTO DE FITERO - COMMUNITY PROJECT

Website: <https://turismofitero.com/>

> Tools i have used for this project:

- SWOT • Canva
- Microsoft Word • Microsoft PowerPoint
- Google Forms

HONORS & AWARDS

Company MVP Award

Truva Administration

12.12.23

Tallinn, Estonia

Recognised for fostering cross-border collaborations and creating a seamless bridge between teams. Honored for putting in extra effort to ensure tasks were completed efficiently

Outdoor Tourism Symposium

University of Navarre

30.06.2022

Navarre, Spain

Recognised for creating an outdoor tourism strategy for remote village in the north of Spain called "Fitero".

Director Sindhi Culture

Rotaract Club - Forman Christian College

30.06.2022

Lahore, Pakistan

Led a vibrant cultural event showcasing Sindhi heritage through moonwalks in traditional attire, cultural dance and an array of regional foods. As Director, I managed a team responsible for coordinating all aspects of the event, ensuring a rich and authentic representation of Sindhi culture within our university community

REFERENCES

Jekaterina Ekirson

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