

# Osayd Asif Bashir

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## EDUCATION

### University of California, Berkeley: Haas Business School

May 2026

*B.A in Business Administration & B.A in Economics - GPA: 3.6*

*Berkeley, CA*

**Coursework:** Financial Accounting, Macroeconomic Analysis for Business, Econometrics, Competitive Strategy, Financial Information Analysis, Microeconomics, Business Communications, Introduction to Probability and Statistics

**Awards:** Dean's List, Honor Society, Entrepreneurship for All - Runner Up, Strategy Consulting Certification (BCG)

## EXPERIENCE

### Riaz Capital

May 2024 – August 2024

*Summer Analyst - Asset Management Team*

*Oakland, CA*

- Built CRM to streamline data analysis and outreach, targeting over 1,500 residents by target marketing.
- Leveraged Excel for sales tracking and reporting, optimizing the enrollment process for a \$5 million solar project
- Analyzed rental market data, presented to leadership increasing occupancy by 15% and improved tenant renewals

### Beats by Dre

May 2023 – July 2023

*Brand Strategy & Data Analyst*

*Culver City, CA*

- Conducted brand sentiment analysis, assessing perceptions towards the brand, analyzed data from 300 data points
- Evaluated branding strategies of Gen Z in a competitive analysis: extracting key insights and strategy refinement
- Synthesized & presented 16 insights using pie charts for data visualization providing actionable recommendations

### Tripse.org

January 2022 – January 2023

*Co-Founder*

*Remote*

- Developed SEO-friendly site for 1000+ visitors, ensuring seamless UI/UX based on TAM, SAM, and SOM research
- Orchestrated website launch, managing timelines between 8 writers, ensuring a smooth rollout within deadlines
- Streamlined a marketing theme, designed Instagram layout: boosting web traffic by 50%, user interactions by 20%

### Mask Banto

November 2020 – November 2021

*Founder*

*Karachi, Pakistan*

- Established a non-profit, making eco-friendly masks by repurposing over 35 yards of fabric from textile factories
- Empowered marginalized women in Pakistan: showcasing their artistic talent through 25 handmade floral designs
- Prototyped 5 mask designs, spearheading a circular economy model for sustainability and 100% waste reduction

## LEADERSHIP & ACTIVITIES

### Muslim Student Association at UC Berkeley

April 2023 – Present

*Vice President*

*Berkeley, CA*

- Forged coalitions with 12 on / off campus student organizations, collectively serving 2500+ students on campus
- Managed \$60,000+ of event venue bookings & formulated contingency plans for safety & flooding concerns
- Secured Ramadan accommodation for students, including night shuttles, extended facility hours, safety escorts, etc

### Haas Business School Association

January 2023 – Present

*Marketing Associate*

*Berkeley, CA*

- Collaborated on TikTok strategies with 15 members, increasing campaign impact by 55% through creative ideas
- Executed in-person event marketing strategies, successfully engaging over 40 attendees through promotion

### Berkeley Business Review

August 2022 – May 2023

*Graphic Designer*

*Berkeley, CA*

- Crafted 10+ captivating thumbnails, strategically enhancing content reach by an impressive 15% across platforms
- Analyzed market sentiment, contributing analysis and creative ideas in round table discussions of 40 members
- Collaborated with 10-member cross-functional team, utilized PM software to meet publishing schedules

## SKILLS

**Technical Training:** Adobe Suite, Figma, CRM, CMS, WordPress, HTML, MySQL, Tableau, Excel, DuPont Analysis

**Languages:** English (Full professional proficiency), French (Elementary proficiency), Urdu (Native)

**Interests:** Hiking, Fitness, Photography, Graphic Design, Podcasts (Favorite - 'How I Built This')

**Research ** Paper on 'Effect of COVID-19 on E-commerce in Pakistan'