

ABDUL MANAN KHUSHIK

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BRIEF SUMMARY

- Highly motivated Business Administration scholar specializing in Finance (Current CGPA: 3.70/4.00) with a profound foundation in financial modeling, corporate finance, and data analytics.
- 3+ years of diversified professional and freelance experience encompassing electronic commerce (Amazon FBA), digital marketing strategy, and operational retail management.
- Demonstrated analytical acumen through the development of comprehensive business plans, market segmentation frameworks, and rigorous financial forecasting models.
- Proven leadership capabilities, currently serving as the President of the Students' Council, exhibiting a strong entrepreneurial and strategic mindset.

Soft Skills:

- Complex Problem-Solving
- Team Leadership & Coaching
- Adaptability to Corporate Culture
- Strategic Innovation
- Cross-functional Collaboration
- Effective Professional Communication

EDUCATION

Sukkur IBA University, BBSIMS Dadu Campus **2023 – Present**

Bachelor of Business Administration (BBA) – Finance

- CGPA: 3.70 / 4.00

- Key Coursework: Corporate Finance, Managerial Accounting, Financial Management, Statistics, Marketing Management, Business Communication.

Govt. Boys School & College Bhan, Sindh **2021 – 2023**

Intermediate (Higher Secondary Education)

PROFESSIONAL EXPERIENCE

The Skill Hive

Brand Ambassador

Remote

Jan 2026 – Present

- Spearhead digital marketing initiatives and brand awareness campaigns targeting university students and entrepreneurial demographics.
- Develop and execute digital outreach strategies to boost participation and enrollment in intensive instructional bootcamps, job simulations, and educational workshops.

Freelance E-Commerce Professional

Amazon FBA Product Hunter (Online Arbitrage)

Remote

Apr 2023 – Dec 2023

- Executed data-driven product research across the US market, identifying high-margin inventory within ungated categories utilizing advanced e-commerce analytical tools.
- Applied rigorous filtering criteria to evaluate commercial viability, consistently targeting products with 300+ monthly sales, a Best Sellers Rank (BSR) of 1–60,000, securing a minimum 25% ROI and \$3+ net profit.

- Conducted extensive competitor storefront analysis (“seller spying”) by systematically tracking Seller IDs, ASINs, and brand catalogs to reverse-engineer successful inventory aggregates.
- Mitigated operational risks by meticulously filtering out hazmat and IP-claimed items, and verifying active buy box rotation to ensure optimal capital turnaround.

Skills4U & Pakistan Career Fair

Remote

Ambassador – AI Virtual Conference 2025

Sep 2025 – Oct 2025

- Promoted the Artificial Intelligence Virtual Conference 2025, maximizing global outreach, driving participant registration metrics, and actively engaging key stakeholders.

Khushk Flour Mill

Dadu, Pakistan

Manager

2021 – 2022

- Directed supply chain logistics, vendor negotiations, and daily milling operations. Monitored financial transactions, cost analyses, and distribution channels to maximize institutional profitability.

Aleiz Genesis & Computers

Jamshoro, Pakistan

Senior Manager

2019 – 2021

- Managed daily commercial operations, inventory oversight, and client relations. Supervised junior staff to optimize workflows, consistently surpassing established daily sales quotas.

ACADEMIC & RESEARCH PROJECTS

Consulting Proposal: AI Customer Support Efficiency

2025

Business Communication Project

- Administered a strategic proposal to automate client support mechanisms via an AI-powered ticketing architecture for Nestle. Structured project scope, budget justification, and KPI evaluations, projecting a 40% reduction in response times.

B2C E-Commerce Launch Strategy & Financial Forecast

2024

E-Commerce Project

- Co-developed a comprehensive business strategy for a specialized baby care enterprise (“Babylish”). Formulated a 2-year financial forecast encompassing ROI calculations, import duty analysis, and projected balance sheets.

Business & Marketing Plan: DARPAN Call Center

2024

Marketing Management Project

- Formulated a comprehensive commercial blueprint for a local telecommunications agency. Executed deep market segmentation, rigorous SWOT analysis, and developed digital promotion and penetration pricing strategies.

Business Proposal: Custom Apparel Startup

2024

Entrepreneurship Project

- Architected a scalable streetwear commercial framework, meticulously detailing the supply chain strategy, operational budgets, initial investment criteria, and omni-channel marketing methodologies.

ACADEMIC ENGAGEMENT ACTIVITIES

1. Presided over the **Students’ Council** at Sukkur IBA University, serving as the primary intermediary between the student populace and administration to advocate for welfare and infrastructural initiatives.
2. Orchestrated the university-wide **Sports Gala Week** (February 2025), providing logistical oversight for a multi-day athletic symposium, encompassing scheduling, resource allocation, and participant coordination.

3. Participated as an **Official Member of Skills4U** (Oct 2025 – Apr 2026), engaging in educational training modules and professional leadership networking symposiums.
4. Actively participated in **SIBAU MUN 4.0** (Model United Nations), demonstrating strong diplomacy, negotiation, and public speaking skills while drafting collaborative resolutions.

AWARDS & CERTIFICATIONS

- **AI for Business Professionals** – HP Foundation (HP LIFE) 2026
- **Educational Leadership & Transformative Learning** – Skills4U 2026
- **SIBAU MUN 4.0 Certification** – Sukkur IBA University 2025
- **Write Professional Emails in English** – Georgia Institute of Technology (Coursera) 2025
- **From Paper to Placement Masterclass** – DataCrumbs 2025
- **Amazon FBA & Fiverr Freelancing** – Learning with Earning (PVT) LTD. 2023
- **Silver Medal (1st Position, District Level)** – 13th International Bebras Informatics Contest (IBIC) 2018

CORE COMPETENCIES

- **Financial:** Financial Statement Analysis, Forecasting & Modeling, Budgeting, ROI Calculation, Ratio & Cost Analysis, Investment Principles.
- **E-Commerce:** Amazon FBA (Online Arbitrage, Commodity Sourcing), B2C Strategy Formulation, Supply Chain Management, Data-Driven Sourcing.
- **Technical:** Microsoft Excel (Advanced Formulas, Modeling), Generative AI Prompts, Canva Pro, Social Media Management.
- **Languages:** English (Professional Working Proficiency), Urdu (Native), Sindhi (Native), Siraiki.