



ABDULLAH TAYYAB

Industrial Engineer

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Languages

- English - Native
- Urdu - Native
- Hindi - Fluent
- German (B2) - Intermediate

Professional Interests

Digital Transformation & Turnaround, Cyber Security, Sustainability, Privacy, Web 3.0, Blockchain Technology

Skills

Agile Project Management

Tracking and delivering projects and tasks through tools such as Trello and Jira

Spreadsheet Analytics

Processing large sets of data in MS Excel and Google Sheets by creating powerful calculations based on advanced formulas

Data Visualization

Constructing Interactive dashboards and reports using BI tools such as PowerBI or Excel

CRM

Proficient in Mailchimp, Freshworks suite and Salesforce marketing cloud

UI/UX

Extensive experience of working with Photoshop/Illustrator/Figma to create creatives, mockups and prototypes

Work Experience

01/2021 -
Current

Working Student - BCG Large Scale Change

Boston Consulting Group (BCG), München

Operating in the Large Scale Change practice at the firm. My responsibilities include:

- Strategizing, planning and managing the social media presence for the BCG TURN and M&A practice areas in an agile manner that has led to growth in KPI's quarter on quarter
- Extensive stakeholder management with Managing Directors and Partners (MDPs) and global teams to gather/analyze input and provide proactive feedback within time-limited situations
- Creating dashboards, analyses and presentations on the performance of growth KPI's using Excel, PowerBI and Powerpoint
- Reviewing BCG publications to establish thought leadership covering topics such as Resilience, Sustainability, Activist Investors, Digital Transformation and Strategic Turnaround

08/2019 -
09/2020

Product Marketing Manager

FOURSOURCE Group GmbH, Berlin

FOURSOURCE is the world's largest apparel sourcing network with over 40,000+ verified businesses signed up and buyer volume exceeding \$50 billion.

- Led and managed the Marketing department with agile workflows and a focus on outbound and member communication. Boosted platform user engagement by 30%
- Launched campaigns on educating manufacturers and buyers on compliance, sustainability and broader ESG topics
- Created, analyzed, and monitored dashboards in Excel and Tableau to prepare reports and strategies in order to meet quarterly objectives and key results (OKRs)
- Conceptualized and launched the website for the first fully digital apparel tradeshow, "Global Apparel Sourcing Expo", with event partners, Sourcing Journal and International Apparel Federation
- Appointed ambassador to the C-level management and ensured timely and successful delivery of department OKRs
- Created and groomed entire epics to develop new website features with a successful delivery rate of 99% with the in-house design department

09/2018 -
12/2018

Business Analyst Intern

LISEGA SE, Zeven

LISEGA SE is the world's leading pipe support systems provider with applications in Nuclear, Solar, and LNG power plants and the construction industry. I acted as the lead consultant in the evaluation and development of its e-commerce platform.

- Conducted detailed market research of the industry, consumers, and competitors
- Prepared a business proposal and presentation that was presented to C-level management
- Modelled and analyzed the production and supply-chain processes of the company using the BIZAGI business modeller and prepared an adjusted simulation of future processes with e-commerce implemented
- Engaged partners for the project including Adobe, software houses, and 3PL providers, and conducted preliminary negotiations

Projects

10/2021 -
02/2022

Intern Consultant: Full Potential Transformation

Salesforce/Salesfive

Leading an effort to produce a concept that will allow companies undergoing digital transformation to improve adoption and performance through successful change management

Python



Experienced in development with Python and using frameworks such as Flask

Frontend (HTML/CSS/Javascript)



Experienced in website construction and CMS solutions such as WordPress

Awards & Achievements

- 100% Scholarship worth 75,000 Euros at Jacobs University, Bremen
- Appointed Student Mentor at Jacobs University
- High Achiever (Top 2%) at Aitchison College for 10 years
- Awarded College Academic Blazer award at Aitchison College
- Appointed College Prefect at Aitchison College

References

Peter Toth

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Boston Consulting Group (BCG)
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Jonas Wand

Managing Director / CEO
FOURSOURCE Group GmbH
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Graphic Design Portfolio

Accesible by clicking here

04/2021 -
07/2021

Student Consultant

GEMA/Ludwig-Maximilians-Universität München

Led a team of students to successfully deliver a project aiming to digitize the setlist collection and processing at the firm.

- **Created clickable prototypes** of a web application for GEMA using Figma and Adobe XD
- **Prepared a presentation** on the impact of removing paper, shipping and handling on financials and the environment
- **Delivered** a working web application developed on the **Flask framework** with a frontend built using **customized Bootstrap** and a **PostgreSQL database**, which was deployed on **Heroku**
- **Developed features** including **Optical Character Recognition (OCR) scanning, email delivery, user management and matchmaking by applying the SCRUM method**

Education Highlights

09/2020 -
09/2022

M.Sc. Management and Digital Technologies

Ludwig-Maximilians-Universität | München | Germany

The Media, Management and Digital Technologies (MMT) program focuses on training both future leaders and founders in the digital industry that show a high level of expertise in the intersection between media, management and digital technologies.

- Topics of study include **Digitalization, Agile methodologies, Sustainability, Web Application and Platforms, Finance, Blockchain, Leadership, Big Data, Networks and Innovation**

09/2016 -
09/2019

B.Sc. Industrial Engineering and Management

Jacobs University | Bremen | Germany

- Majored in Industrial Engineering & Management with a focus on **Business Development, Optimization, Data Analytics, Operations Research, Informatics & Product Management**
- Minored in International Business Administration focusing on **Project Management, Financial Accounting, Microeconomics & Marketing**
- Bachelor thesis: "**The Impact of E-commerce adoption on SMEs: Lessons learned from cross-case analyses**"

07/2004 -
07/2016

Cambridge O&A Level Diploma

Aitchison College | Lahore | Pakistan

Established over a 150 years ago, Aitchison College is one of the most selective educational institutes in the country focusing on hollistic development of students in Academics, Sports and Extra-curricular activities

Activities

- **Head of Marketing at TedXJacobs University 2018:** directly managed a team of 10 students and led a successful campaign that resulted in a full house audience for the event
- **Creator Squad START Munich:** launching events for the entrepreneurship organization
- **Fundraising campaign for Shaukat Khanum Cancer Hospital:** launched a campaign and raised over 300,000 Rupees for underprivileged patients
- **Teacher at Asia Bibi School:** involved with teaching underprivileged children skills computer, English and soft skills

Interests

Cooking, Photography, Music, Design, Technology, Reading, Writing, Fitness