

Mohammad Fahad

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EDUCATION

Texas A&M University, Mays Business School	College Station, Texas
<i>Master of Business Administration</i>	May 2026
<i>Master of Science in Analytics (STEM)</i>	May 2026
Delhi Technological University	India
<i>Bachelor of Technology in Mechanical and Automotive Engineering</i>	June 2016

EXPERIENCE

Independent Advisor	India
<i>Knowledge Content and Strategy Expert</i>	December 2020 – April 2024
<ul style="list-style-type: none">Organized events and advised on engagement platforms and implementation strategy for 44 corporate clientsConducted workshops and other engagements in 80+ colleges and senior schools catering to 70,000+ studentsDeveloped knowledge and social sciences-based programs to enhance awareness among 10,000+ stakeholdersCo-founded startup with primary offering of mobile app focused on trivia and STEM based learning, entered advanced level funding talks with 4 domain leaders	
Tree of Knowledge Digital Pvt. Ltd	India
<i>Content Program Manager</i>	June 2019 – August 2020
<ul style="list-style-type: none">Led content team of twenty researchers working end-to-end on shows such as Who Wants to be a Millionaire with average viewership of 12 million – aligned with TV channel, auditor, and licenseesDeveloped tailor-made content, designed solutions and formats, and built content synergy with clients in media industry and various cultural organizations with billables amounting to US\$ 800,000Organized quiz series called Lockdown Quiz Time with cumulative participation of 25,000 – signed 6 celebrity guest hosts within 2 weeks through cold-calling and social media	
<i>Content Researcher</i>	December 2018 – June 2019
<ul style="list-style-type: none">Generated content for books by global publishing companies with 30,000+ copies in circulation	
Coding Blocks Pvt. Ltd.	India
<i>Head of Marketing</i>	May 2017 – July 2018
<ul style="list-style-type: none">Built marketing team with limited resources and increased customer count by 15x within 12 monthsAllocated marketing budget of US\$60,000 with end-to-end ownership of offline marketing through event sponsorships, branding partnerships, on-ground and large-scale activations, and merchandisingOversaw all outbound content and communication for database of 100,000 peopleConstituted community for organization by holding regular contests, meetups, and workshops; introduced and supervised campus ambassador program for 250+ colleges	
Uber India Systems Pvt. Ltd.	India
<i>Marketing Associate</i>	July 2016 – March 2017
<ul style="list-style-type: none">Planned on-ground promotions for launch of UberPOOL and UberMOTO in three suburban regionsAdvanced branding partnerships, re-engagement strategy, and on-ground activations for 35 campaigns	

LEADERSHIP & INVOLVEMENT

Perplexity AI	Remote
<i>Campus Outreach Strategist for Texas A&M University</i>	January 2025 – Present

VOLUNTEERING, SKILLS, & INTERESTS

Volunteering: Taught middle level English and Math to 24 underprivileged children during COVID-19 lockdown
Technical Skills: Expert: Adobe Photoshop, WordPress, Jira; Intermediate: Python, SQL, SAS, R
Interests: Coffee brewing, cooking, wrist watch collecting, heritage exploration, photography