

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
- Designed events and activities to enhance brand awareness and employee engagement for 44 corporate clients - Instituted flagship workshop and trivia contest programs reaching 70,000+ students in 80+ colleges and schools, handling all event management, marketing, and content development - Pioneered use of Zoom and Kahoot platforms in conjunction for trivia contests in new market, sparking broad adoption by independent and corporate event organizers to enhance interactive virtual events - Aligned with government entities to run knowledge initiatives for 33 government schools in 12 tier-2 cities - Mentored cohort of twenty college students in knowledge content, enabling them to multiply client base by 6x - Co-founded startup with primary offering of mobile application 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>	December 2018 – August 2020
- 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, aligning with TV channel, auditor, and licensees - Developed 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\$ 800,000 - Initiated development of mobile application for on-ground events and online competitions; led UI/UX design and conducted A/B testing to enhance usability, resulting in 12,000 downloads through organic marketing - Revised research guidelines to incorporate modern technical standards expediting audit process by 90% - Spearheaded launch of national level live event, driving marketing, managing outreach for 25,000+ strong community, heading content team, and signing celebrity guest hosts	
Coding Blocks Pvt. Ltd.	India
<i>Head of Marketing</i>	May 2017 – July 2018
- Built marketing team and increased customer count by 15x within 12 months, allocating budget of US\$60,000 - Led product development of coding platform, launching with traffic of 20,000+ users on day 1 - Oversaw omnichannel content and communication for database of 100,000 people, increasing engagement and click-through rate by over 40% - Set up support ticket tracking system using Zendesk and Jira, reducing response times by up to 70% - Constituted community of 5000+ students 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
- Planned on-ground promotions for launch of UberPOOL and UberMOTO in three suburban regions - Advanced branding partnerships, re-engagement strategy, and on-ground activations for 35 campaigns	

VOLUNTEERING, SKILLS, & INTERESTS

Volunteering: Taught middle-level English and Math to 24 underprivileged children during COVID-19 lockdown
Technical Skills: Generative AI Tools, Tableau, Power BI, R, JMP, Python, SQL, Zendesk, Jira, UI/UX Principles
Interests: Coffee brewing, cooking, wristwatch collecting, heritage exploration, photography, reading, cricket