Khizar Sajjad

Digitalization @Infineon | MarTech & IT

Growth-oriented professional with around 4 years of industry experience. Currently pursuing a Master's in Software Systems Science, with a Bachelor's degree in Computer Science. Proven track record as a Team Lead managing projects in Digitalization, Digital Marketing, Website Development, Data Analytics & Product Management.

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SKILLS

- Digital Transformation
- Digital Marketing
- Wireframing/Interface design (UI/UX)
- E-commerce/Web Development
- Data Analytics/Machine Learning

LANGUAGES

English
Full Professional Proficiency

German
Limited Working Proficiency

INTERESTS

- Operational Enhancement through Digitalization
- Leveraging technology to scale marketing operations
- Building Sustainable E-Commerce Ecosystems
- Develop user-friendly interfaces & Websites
- Data-Driven Problem Solving and Forecasting
- Strong Affinity with Technology & Gadgets

WORK EXPERIENCE

Digitalization - Working Student
Infineon Technologies ↗

10/2024   *Munich, Germany*

Achievements/Tasks

- Driving operational governance and continuous improvement at Automotive Microcontroller Development by bridging **management and IT** ; developed digital solutions like an AI-powered "5 Whys" web app for Root Cause Corrective Action and leveraged Atlassian, design, and data to optimize workflows and interfaces.

Product and Marketing Technology - Team Lead
OneScreen - Clary Icon ↗

04/2021 - 09/2023   *Islamabad, Pakistan*
Smartboards manufacturing company, offering numerous consumer hardware and SaaS solutions

Achievements/Tasks

- Built **Go-to-market** strategies and successfully launched SaaS and hardware solutions in new markets
- Developed **Landing Pages** for OneScreen products and services using tools like Unbounce and Webflow and generated 500+ leads in a single quarter.
- **Product Management** & Testing for customers and clients; Steering role for the EdTech and R&D teams to advise them on improving existing products and explore new ideas.
- Built a sustainable **E-commerce** setup for the retail division of the business in the office equipment space for the United States market, involving business development and collaboration with the different teams.
- Developed multiple websites including Shopify and Magento stores with the latest E-commerce standards, improved **design** , and proper **SEO** transition, generating 2000+ leads; Enabled automations using AI tools, spreadsheet editors, Zapier, and more; Executed physical and social media branding for the company.
- Managed **email marketing** campaigns; Maintained a low cost per lead in **Google Ads** management across multiple platforms and generated $1.8M in revenue within a year, with ad spend under 5% of sales.

EDUCATION

Master in International Software Systems Science
University of Bamberg ↗

2023 - Present   *Bamberg, Germany*

Highlights

- **Seminar:** "The Hidden Dangers of Smart Homes: Technology-Facilitated Violence in the IoT Era"
- **Projects:** Deployed a Java Spring Boot app on Google Cloud; managed a Data Stream System with CQL queries; and built an ML model for German hourly day-ahead energy price prediction using APIs and Python.
- **Thesis:** " Governing AI Tool Usage in Data-Sensitive Corporate Environments: Balancing Innovation and Risk"

Bachelor in Computer Science
Bahria University ↗

2017 - 2021   *Islamabad, Pakistan*

Courses & Projects

- **Courses in Focus:** Web Engineering, Software Project Management, Software Quality Assurance, Software Testing, Data Communication & Networking, Database Management System, Human Computer Interaction
- **Final Year Project & Thesis:** "Web-Based Assessment System for Computing Programs of the University" using ASP.NET MVC Framework, C#, HTML, CSS, Bootstrap, and SQL

VOLUNTEERING AND LEADERSHIP

UNICEF Deutschland - United Nations (01/2024 - Present) ↗
Co-leading a Hochschulgruppe in Bavaria in volunteering and promoting children's rights through campaigns and projects.

Global Shapers - World Economic Forum (01/2023 - 12/2023) ↗
Launched multiple impactful projects for the community, targeted towards young professionals and adolescents

AIESEC (01/2019 - 01/2021) ↗
Served as a Regional Head for Customer Experience & Business Development, enhancing the exchange product & partnerships