



AZIZ MUBASHER

MULTIDISCIPLINARY DIGITAL MARKETER | PROJECT MANAGER | DATA ANALYST |
LMS DEVELOPER | ENTREPRENEUR | AI-READY STRATEGIST

CONTACT

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EDUCATION

Sep 2018 – Sep 2021
**BACHELOR IN MANAGEMENT
SCIENCE**

- Virtual University

Sep 2010 – Sep 2012
DIPLOMA IN MECHATRONICS

- ITIS B.Castelli

Sep 2010 – Sep 2012
HIGH SCHOOL

- FG College

CRITICAL SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Problem Solving

PROFESSIONAL SUMMARY

I'm a dynamic and results-driven professional with a cross-functional skill set in project management, digital marketing, data analysis, and entrepreneurship—empowered by a decade of experience creating business solutions for multicultural teams and inclusive digital ecosystems.

At the intersection of human creativity and AI-powered innovation, I believe that the future of marketing belongs to collaboration—not replacement. Whether it's designing high-impact campaigns, building learning platforms, or analyzing data for strategic decisions, I leverage technology to enhance—not replace—human insight.

With strong expertise in Lean Six Sigma, WordPress development, and data storytelling, I turn complex challenges into actionable strategies. I thrive in fast-paced environments, lead with adaptability, and navigate seamlessly across both startup and enterprise landscapes.

WORK EXPERIENCE

Freelancer

2018 - Present

Multidisciplinary Digital Marketer | Project Manager | Data Analyst | LMS Developer | Entrepreneur | AI-Ready Strategist

- Spearheaded a variety of digital marketing and LMS development projects, focusing on user engagement and data-driven strategies.
- Created and optimized campaigns for clients such as www.mundida.com, www.banks4all.eu, www.easycasa4u.com, resulting in significant traffic growth and conversion rates.
- Developed LMS platforms tailored for multicultural teams, enhancing cross-cultural integration and accessibility www.scuolavideo.com

Lean Production and Automation Specialist

Nov 2012 - June 2021

Streparava S.p.A., Adro, Brescia 25030 Italy

- Led a team to complete major production orders on time and within budget, maintaining production records and analyzing performance data to optimize processes.
- Implemented lean manufacturing principles, achieving a 35% increase in productivity and a 20% reduction in production waste.
- Developed a JIT production system that reduced inventory costs by 16%, improving overall operational efficiency.
- Led a team of production associates to complete a major production order on time and within budget
- Maintained and updated production logs to track production statistics and performance data

LANGUAGES

- English (Fluent)
- Italian (Fluent)
- Spanish (Intermediate)
- Urdu/ Hindi (Fluent)
- Punjabi (Fluent)

AVAILABILITY

- Freelance & Contract-Based Projects
- Remote Consulting & Team Integration
- AI-Augmented Digital Product Development
- Inclusive LMS & Training Program Design
- Strategy-Led, Data-Driven Marketing Campaigns

I authorize the processing of my personal data pursuant to Legislative Decree 196/2003 and GDPR (EU Regulation 2016/679)



Team Lead for Automotive Manufacturing Mar 2006 - Dec 2010

NTK Europe S.p.A., Brandico, Brescia 25030, Italy

- Collaborated with managers to meet production goals, utilizing tools to enhance assembly efficiency by 15%.
- Streamlined team processes, achieving a 20% increase in productivity and significantly reducing costs through improved performance tracking.
- Collaborated with supervisors and managers to ensure production goals were met
- Utilized hand tools, power tools, and machinery to assemble components
- Inspected finished products for quality assurance and conformance to specifications
- Monitored production KPIs and provided regular reports to senior management

PROFESSIONAL SKILLS

- **Project Management Agile**, Scrum & Lean Six Sigma (DMAIC), ClickUp, Trello, MS Project, Budgeting, Timeline Management, Risk Analysis
- **Digital Marketing SEO/SEM**, Google Ads, Meta Ads, GA4, Tag Manager, Email Marketing, Content Strategy, A/B Testing, AI-Assisted Content Workflows
- **Data Analysis** Excel (PivotTables, Power Query), SQL, Power BI, Tableau, Google Data Studio, Python (Pandas, NumPy, Matplotlib)
- **Web & LMS Development** WordPress Design & Customization, Multilingual & Cross-Cultural Site Integration, UX/UI Design with Accessibility Focus
- **Entrepreneurial Skills** Business Modeling, Market Research, Budget Forecasting, CRM Tools (HubSpot, Zoho, Pipedrive)
- **Freelancer Strengths** Remote Collaboration, Self-Managed Project Delivery, AI-Assisted Prototyping, Multilingual Fluency (English, Italian, Urdu, Hindi, Punjabi, Spanish)

PROJECTS

- **Digital Marketing Projects** Developed and executed marketing strategies for multiple online platforms, using data analytics to measure results and refine approaches to maximize ROI.
- **LMS Development** Created bespoke LMS solutions (e.g., www.scuolavideo.com) focused on enhancing learning experiences through user-friendly design and cross-cultural content integration.

CERTIFICATIONS AND AWARDS

- **Google Project Management Professional** Certificate EdX, Jan 2022 – Jun 2022
- **Google Data Analytics Certificate** EdX, Nov 2021 – Apr 2022
- **Lean Six Sigma Green and Yellow Belt** TUM School of Management, Feb 2018 – Aug 2018
- **Logistics and Warehouse Course with Forklift** Carpediem, Oct 2021
- **Robotics and Automation**
- **Social Media Manager Lux 2024**
- **Digital Marketing with AI** Formatemp 2025