



AZIZ MUBASHER

AI Marketing Automation & Business Development Specialist

CONTACT

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[LinkedIn Profile](#)
[Portfolio Website](#)
[Kaizen Master Plan](#)
[Scuola Video LMS](#)

LANGUAGES

English — Native / C2
Urdu — Native
Punjabi — Native
Italian — Full Professional (C1)
Spanish — Professional (B2)
Hindi — Professional

CORE SKILLS

Digital Marketing

SEO & SEM, Content Strategy, Funnel Design & A/B Testing, AI-assisted Content Workflows, Marketing Automation, Social Media Management

Project Management

Lean Six Sigma, Agile & Scrum, KPI Tracking & Reporting, Risk Management, Budgeting & Resource Allocation, Stakeholder Communication

Data Analysis

Excel, SQL, Python & R, Data Visualization, Data Cleaning & ETL, A/B Testing & Statistics

Entrepreneurship

Business Model Development, CRM Systems, Market & Competitive Research, Financial Planning, Pitch Decks & Fundraising, Growth Hacking

TOOLS & PLATFORMS

WordPress, Elementor, Asana, Jira, Trello
Google Analytics, Tableau, MySQL
Adobe Premiere Pro, Photoshop, Illustrator, InDesign
Autodesk Inventor, SolidWorks, Edgcam

PROFILE

Dynamic, results-driven professional with a cross-functional skill set spanning digital marketing, project management, data analysis, and entrepreneurship — built over a decade of designing business solutions for multicultural teams and inclusive digital ecosystems. Founder of a six-venture portfolio combining digital marketing, e-learning, fintech consulting, and real estate, with hands-on experience in AI-assisted marketing workflows, Lean Six Sigma process improvement, and full-stack WordPress/LMS development. Brings together data-driven strategy and human-centered execution to help organizations grow efficiently.

6

Ventures Founded

13+

Projects Delivered

22+

Websites Built

47+

Clients Served

ENTREPRENEURSHIP & BUSINESS DEVELOPMENT

Founder & Operator — Multi-Venture Portfolio (AZM Group) | 2018 – Present
Mundida · Banks4all · Easycasa Italia · Scuola Video LMS · Chaskies · Tamia4life — Brescia, Italy

- Founded and operate a portfolio of six businesses — four established and operational (Banks4all, Easycasa Italia, Mundida, Scuola Video LMS) and two in active development (Chaskies, Tamia4life)
- Delivered 13+ client projects and 22+ websites across digital marketing, WordPress development, and LMS solutions, serving 47+ clients across multicultural markets
- Designed and built Scuola Video LMS ([scuolavideo.com](#) / [patente.svlms.com](#)), an Italian driving-theory e-learning platform with structured course content, quiz engines, and LMS integration hooks
- Provide SEO, content strategy, funnel design, A/B testing, social media management, and AI-assisted content workflows as part of ongoing digital marketing consultancy (Mundida)
- Apply Lean Startup methodology to validate, iterate, and scale new ventures from concept to operation

Project Development Manager | June 2022 – Present
Banks4all — Brescia, Lombardy, Italy

- Lead end-to-end development of business projects, coordinating strategy, planning, and execution across multiple workstreams
- Apply data analysis and process-improvement methodologies to support decision-making and operational efficiency
- Manage cross-functional and multicultural collaboration to align project goals with business objectives

Organization Manager | August 2022 – Present
MUNDIDA — Brescia, Lombardy, Italy

- Oversee organizational operations and structure, supporting multi-venture coordination and resource planning
- Drive continuous-improvement initiatives using Lean and Kaizen methodologies across the organization
- Support digital platform development and content management, including LMS and web-based tools

FEATURED PROJECT: AZM-KAIZEN MASTER PLAN

Continuous Improvement & Business Automation Platform | 2025 – Present
kaizen.azizmubasher.net

- Designed and built a custom web-based business management platform implementing a DMAIC-based Kaizen cycle, applied across the six-venture portfolio (four operational, two in development)
- Developed automated task and workflow tracking organized by Kaizen phase and business system, with real-time progress dashboards and status management for each venture
- Built integrated time-tracking and budget management tools (live timers, hourly-rate budgeting, expense ledger) to monitor project costs and timelines automatically
- Implemented cloud-based data sync, team sharing boards, and import/export functionality to support cross-venture collaboration
- Demonstrates hands-on application of process automation, data-driven planning, and lean

methodology — directly applicable to AI-driven marketing automation and business development workflows

EARLIER CAREER: TECHNICAL & PROCESS ENGINEERING

CNC Operator | Tooling Specialist | CAM Programmer | Apr 2025 – May 2026

TIME SRL — Capriano del Colle (Brescia), Italy

- Programmed and managed large-scale CNC machinery (FANUC controls) for high-precision railway components (clients: METRA, SIM, ALSTOM), optimizing tooling, setup and processes

Quality Control Technician | Project Coordinator | Sep 2024 – Feb 2025

Metal Master SRL — Brescia, Italy

- Ensured technical and quality compliance while coordinating the company's first international production project (client: Sodécia), acting as English-language technical liaison

Lean Specialist | Jul 2021 – Sep 2021

Arvato Supply Chain Solutions — Nijmegen, Netherlands

- Supported a Lean transformation project shifting Healthcare-sector logistics from manual to automated systems, improving workflow efficiency

Automation & Lean Production Specialist | Oct 2012 – Jun 2021

Streparava S.p.A. — Adro (Brescia), Italy

- Led risk assessments and continuous-improvement initiatives (5S, JIT, OEE) for automated automotive production lines serving OEMs including IVECO, Volvo, Volkswagen, and Magneti Marelli; installed and maintained FANUC/ABB robotic systems

Team Lead — Precision Mechanics & Industrial Robots | Mar 2006 – Dec 2010

NTK Europe S.p.A. — Brandico (Brescia), Italy

- Operated CNC lathes and grinding machines, performed electromechanical maintenance, and programmed FANUC robots for palletizing and load/unload operations

EDUCATION

Bachelor's Degree in Management Science — Virtual University of Pakistan (2018 – 2021)

Data Science, Information Technology and Lean Management — edX (2013 – 2019)

Diploma in Mechatronics (Mechanics, Electronics, Robotics, IT) — ITIS B. Castelli, Brescia, Italy (2010 – 2013)

Automation Technician — George Brown College (2018 – 2019)

CERTIFICATIONS & TRAINING

Google Project Management Professional Certificate (2022)

Google Data Analytics Professional Certificate (2022)

Google Digital Marketing & E-commerce Professional Certificate

Process Improvement Certificate · Lean Production Certificate · The New Rules of Work Certificate

Lean Six Sigma (Yellow & Green Belt) — Technical University of Munich, TUM (2018)

IBM Tools for Data Science (2021)