



SYED O. AMER

PARTNERSHIPS MANAGER

Looking for senior leadership roles in IT industry

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GLOBAL AWARDS

COMMONWEALTH REGIONAL FINALIST
Regional Finalist (2022)

One of the top 20 young social entrepreneurs chosen from all across the world for their impact-driven social enterprises

UNESCO MEDIA INFORMATION LITERACY
Runners up (2022)

The first and the only Pakistani ever to receive this award for impactful work of my social enterprise DAASTAN

APYE THAILAND BY UNDP
Runners up (2019)

Led a team of 5 young leaders from 4 countries to develop a digital toolkit for the BangSaKae villagers in Thailand to market their products

IYIC 2019 BY UNOSSC
National Winner (2019)

Showcased Daastan on global forum amongst 5,000 global youth delegates in Shenzhen, China

APFYLIE 2019 BY UNDP
National Winner (2019)

Attended as national delegate from Pakistan & gave a presentation on "The Role of Youth in Achieving the SDGs under the Belt and Road Initiative (BRI)" in Guangzhou, China

YOUTH CO:LAB SUMMIT 2019
National Winner (2019)

Knocked out 50+ social enterprises of Pakistan to become the top two finalists who flew to Hanoi, Vietnam to play the regional finals

Globally acclaimed award winning social entrepreneur chasing a vision of training and placing 10,000 young leaders in job market through technology.

With a decade long experience in building EdTech companies and scaling them to sustainability, I am well aware of how to crack growth through fund raising, partnerships and content marketing.

WORK EXPERIENCE

JAN 2022 - PRESENT

PARTNERSHIPS & PLACEMENT MANAGER
INSTITUTE OF EMERGING CAREERS (USA)

- Developed and implemented career readiness program for the professional development of students. It increased the job success rate of students by 30%.
- Liaison with the content development agency to improve effectiveness of social media campaigns. It boosted the the student acquisition by 15%.
- Built and automated the mentorship management module.
- Brought 20+ companies onboard through personal connections and professional networking on LinkedIn.

DECEMBER 2014 - MARCH 2023

FOUNDER AND CEO
DAASTAN (PAKISTAN)

- Bootstrapped the book publishing company to product market fit in one of the most challenging market where more than 50% population is illiterate and has limited access to internet.
- Raised 50,000 USD grant capital to improve technology. Showcased the product in Vietnam, Thailand and China in global conferences and won awards.

TRAININGS

HEC PAKISTAN

Trainer (2022 to Present)

Trained 100+ Business Incubation Center Managers of the leading Pakistani universities on how to design and run effective incubation programs.

KPIT BOARD

Lead Trainer (2020-21)

Designed, recorded, delivered and implemented a training program on blogging and content writing for 3000 women and 900 youth in newly merged districts (tribal areas) of Pakistan.

YOUTH IMPACT

Trainer (2019 to Present)

Trained 50 women of Maimaar (2023) in Chakwal and 100+ aspiring young leaders in Markhor (2019) in Shogran. The platform organizes premium wilderness-based youth leadership conferences.

CONTENT

PUNJAB POLICE

Content Designer (2021-22)

Researched, interviewed, verified & developed an online course for the citizens of Pakistan making them aware of how to seek help from Police department on day to day matters.

UNICORN BLACK

Script Writer (2017)

Produced script for 16 episodes of a children TV show titled 'Teetoo and Tania'. I researched the given profiles and wrote an engaging script suitable for K5 grade. It was aired on national TV station (PTV) in 2017.

EDUCATION

MASTER OF SCIENCE IN ENGINEERING MANAGEMENT

University of Engineering and Technology,
Taxila | 2016 - 2019

LEADERSHIP ROLES

2021 - PRESENT

MOVERS AMBASSADOR

YOUTH CO:LAB

- Conducted 20+ MOVERS workshops and trained over 500 young people on SDGs.
- Assisted global team in organizing and moderating multiple online events and panels.

2020 - PRESENT

ACCOUNTAPRENEUR

ACCOUNTABILITY LAB

- Completed one year incubation program and then trained the future cohorts on fund raising and bootstrapping techniques.
- Mentored a cohort for Virtual Media Caravan program funded by The Asia Foundation.
- Moderated a national panel titled Paving Ways for Active Engagement of Pakistan in the OGP organized by Restless Development and Accountability Lab.

HONORARY MENTIONS

JAN 2021 - JULY 2021

ASSOCIATE RESEARCHER

ASSEMBLY F (USA)

- Outreached and interviewed 50+ EdTech Pakistani founders. Prepared questionnaire and discovered 150+ EdTech companies, categorized and placed them on a framework to deliver the final draft of an "Exploratory Study on EdTech Space of Pakistan"

JUN 2014 - DEC 2014

ASSISTANT MANAGER

TOTAL FOOTBALL (PAKISTAN)

- Came up with the tagline of Play. Sweat. Repeat
- Did market research of vendors and saved 30% costs for the brand
- Prepared marketing collateral for the brand
- Provided on-ground management of the 50 matches which were played during the brand launch