

Osayd Asif Bashir

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EDUCATION

University of California, Berkeley – Walter A. Haas School of Business

May 2026

Double Major: Bachelor of Science in Business Administration | Bachelor of Arts in Economics – GPA 3.6

Berkeley, CA

Relevant Coursework: Financial Information Analysis, Competitive Strategy, Design Thinking & Innovation, Marketing, Supply Chain Management, Micro & Macroeconomics, Econometrics, Game Theory, Entrepreneurship, Accounting

Awards: Dean's List, Honor Society, Entrepreneurship for All - Runner Up, Strategy Consulting Certification (BCG)

STRATEGY EXPERIENCE

TikTok

June 2025 – August 2025

Strategy Intern

Austin, TX

- Sourced, researched, and qualified **B2B technology vendors**, leading **7+ product demos** with internal stakeholders and evaluating solutions across AI, ML, and computer vision to determine best-fit platforms for operational scaling
- Partnered **cross-functionally** with Product, Engineering, Legal, and TnS teams to translate customer and business pain points into proof-of-value frameworks, improving workflow response by **25%** and increasing tool adoption confidence
- Built competitive sales briefs from **20+ market and product analyses** (Meta, Google, Amazon), equipping leadership with clear data and comparison insights that guided buying decisions and boosted regulatory readiness scores by **30%**

Riaz Capital

May 2024 – August 2024

Summer Analyst – Asset Management Team

Oakland, CA

- Built and maintained a **CRM pipeline of 1,500+ prospect and resident accounts**, supporting targeted outreach, systematic follow-ups, renewal forecasting, and territory-style leasing coordination across a 21-property portfolio
- Supported **outside sales leasing efforts** by qualifying inbound leads, coordinating tours, updating pipeline conversion metrics, and aligning messaging with customer needs; directly contributing to a **15% portfolio occupancy increase**
- Developed dashboards connecting marketing campaigns to closing outcomes, creating visibility into conversions and improving post-sale relationship engagement raising customer satisfaction scores by 25%

Beats by Dre

May 2023 – June 2023

Brand Strategy & Data Analyst

Culver City, CA

- Led direct **customer interviews with 300+ consumers**, identifying objections, purchasing drivers, and product hesitations used to refine sales positioning and storytelling for Gen-Z buyers
- Synthesized qualitative and quantitative findings into **16 executive recommendations**, helping marketing teams sharpen messaging frameworks that improved campaign targeting and conversion relevance

Mask Banto

November 2021 – December 2022

Founder

Karachi, Pakistan

- Owned the full **sales development lifecycle**, prospecting, cold outreach, pitching, pricing discussions, and closing by selling **250+ units across 20+ SKUs** via community partnerships, pop-ups, and direct-to-consumer outreach
- Built and refined outreach scripts to overcome sustainability cost objections, personally **sparking first conversations** with buyers and converting warm and cold leads into repeat customers
- Managed fulfillment, pricing strategy, customer feedback loops, and retention initiatives while balancing production constraints and regulatory compliance needs

LEADERSHIP & ACTIVITIES

Berkeley Student Union

May 2024 – Present

Peer Leadership Consultant – Team Lead

Berkeley, CA

- Served as a consultative relationship manager for **100+ student organizations**, leading discovery conversations to diagnose needs and guide adoption of operational and compliance solutions across campus
- Delivered tailored onboarding walkthroughs, stakeholder presentations, and follow-up support that reduced implementation timelines by **35%**, strengthening customer satisfaction and long-term engagement

Muslim Student Association

August 2023 – May 2024

Vice President

Berkeley, CA

- Built long-term partnerships with **12+ campus and community organizations**, negotiating sponsorships and collaborative programming that increased event attendance to **2,500+ participants**
- Managed a **\$60K+ operating budget** including vendor agreements, pricing negotiations, logistics planning, and delivery timelines ensuring smooth execution of large-scale events

SKILLS

Technical Training: Python, SQL, R, Tableau, Excel, DuPont Analysis, Adobe, Figma, User Research, Data Analysis, CRM

Languages: English (Native), Urdu (Fluent), French (Conversational)

Certifications: Leadership Academy (Berkeley), Entrepreneurship & Technology (SCET), SEO (UC Davis), Leading Teams

Interests: Founder of a Travel Blog, Filmmaking, Hiking, Fitness, Graphic Design, Podcasts, Startups, Haas Case Competition