

SYED AHSAN ALI SHAH

MASTER IN BUSINESS STUDIES (MBS) & BSE (HONS)

PROJECT HEAD – BLACK LOOP STUDIOS

LAHORE

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SUMMARY

A highly accomplished and strategic leader with years of experience in senior management, business operations, and commercial excellence. Proven track record of driving business growth, turning around underperforming territories, and leading project portfolios from conception to profitable completion. A decisive executive who bridges the gap between high-level business logic, robust project governance, and aggressive sales strategy. Expert in building high-performing, cross-functional teams, managing strict project deadlines, and optimizing Profit & Loss (P&L) structures. Combines deep legacy expertise in corporate sales and customer service with advanced AI proficiency, leveraging next-gen automation tools to streamline operational workflows, maximize cost efficiency, scale revenues, and deliver top-tier client retention across diverse industries.

KEY SKILLS & COMPETENCIES

- **Executive Leadership & Project Governance:** Corporate Governance, End-to-End Project Management, Cross-Functional Team Building, Milestone Optimization, Change Management, Strategic Execution.
- **Commercial & Business Operations:** Strategic Business Planning, Profit & Loss (P&L) Optimization, Resource Allocation, Financial Forecasting & Budgeting, Operational Streamlining, Supply Chain Analytics, AI-Driven Process Automation.
- **Sales & Revenue Generation:** B2B Corporate Account Acquisition, Retail Expansion Strategy, Market Penetration, Pipeline Management, Key Account Management, Negotiation, AI-Powered Lead Generation.
- **Customer Experience & Retention:** Customer Service Operations, Service Delivery Standards, Dispute Resolution, Client Lifecycle Management, Performance Benchmarking, AI Sentiment & Feedback Systems.
- **Modern Technical Leverage:** Advanced AI Architecture & Tools, Data Analytics, Digital Marketing Systems, Strategic Workflow Automation, Advanced IT, Enterprise Computing & Office Productivity Tools.

EXPERIENCE

PROJECT HEAD

Black Loop Studios | July 2023 – Present

- Directed the end-to-end project management lifecycle for global corporate accounts, integrating advanced AI automation tools to establish robust project tracking and guarantee 100% compliance with strict deadlines.

- Supervised diverse cross-functional teams of technical and creative professionals, optimizing milestone execution, utilizing advanced generative and animation pipelines to sharply reduce project delivery lead times.
- Accelerated commercial business growth and expanded the agency's international footprint by deploying data-driven market analysis and AI-powered sales intelligence to land high-ticket global contracts.
- Owned resource allocation, operational budgeting, and cost-control metrics, successfully leveraging AI-assisted workflow management to maximize studio cost-efficiencies and keep productions within strict P&L constraints.
- Served as the primary liaison for international B2B clients, translating complex project goals into transparent communication frameworks using modern collaboration platforms to secure long-term account retention.

Sales, Operations & CS Training Consultant

Maalga Restaurant & Namak Restaurant | Feb 2025 – Nov 2025

- Overhauled operational workflows and logistics across high-traffic enterprise setups, executing AI-enhanced supply chain monitoring to maximize real-time inventory accuracy and systematically reduce waste.
- Designed and implemented comprehensive workforce training programs, incorporating AI-driven sales simulations and premium customer services to substantially enhance service delivery and upsell rates.
- Utilized AI sentiment analysis and structured customer feedback mechanisms to re-engineer the guest journey, yielding a data-backed, measurable increase in brand loyalty and client experience ratings.
- Established key performance indicators (KPIs) and automated digital operational dashboards, enabling real-time monitoring of revenue targets, inventory fluctuations, and service speed benchmarks.
- Strategically merged legacy hospitality operations with modern AI automation to optimize daily logistics, control overhead costs, and significantly maximize store profitability and baseline margins.

AREA SALES HEAD (CORPORATE & RETAIL)

Daewoo Fastex | Jan 2022 – June 2023

Drove sales and business development for a key area, managing corporate and retail clients to achieve and exceed sales targets.

- Achieved corporate and retail sales targets and ensured business retention as per company guidelines.
- Established effective relationships with top customers and optimized existing business.
- Planned and supervised area expansions, including opening new outlets and developing new products.
- Managed customer and project contracts, ensuring smooth transactions and zero aging beyond 30 days.

AREA SALES MANAGER

Muller & Phipps Courier (M&P) | March 2019 – Dec 2021

Formulated and implemented effective business development strategies to achieve sales goals and increase market share.

- Achieved sales targets, product-wise and territory-wise, while providing end-to-end solutions to clients.
- Managed a corporate sales team, monitoring daily reports and conducting field visits to ensure success.
- Assisted the credit collection team to ensure all receivables were in line with company policy.

MANAGER (SALES & DISTRIBUTION)

Shing Technologies Inc. | Jan 2016 – Feb 2019

Increased and maintained overall sales for the Peshawar region by leading staff and implementing sales strategies.

- Increased sales and staff efficiency by monitoring performance and providing training.
- Proactively found more efficient ways to increase sales and maintained relationships with existing and new clients.
- Managed sales targets, financial records, and coordinated with client and tech services teams.

ASST. MANAGER (SALES & DISTRIBUTION)

Shing Distribution Systems | April 2013 – Dec 2015

Built and maintained strong client relationships, developed sales strategies, and provided comprehensive training and support to sales staff, helping to meet monthly targets.

ASST. MANAGER SALES / OPERATIONS

GWC Ltd | Sep 2006 – March 2013

Oversaw general office operations and managed daily tasks, including supervising the IT team and establishing strong client relationships to meet business objectives.

ASST. SUPERVISOR

NIFT (PVT) Ltd (Peshawar) | Mar 2005 – Aug 2006 (Evening)

Provided supervision and support to the operations department, assisting with final reporting, and supporting the maintenance and configuration of networks and office equipment.

SPECIALIZED VENTURING & INNOVATION LAB

A self-driven portfolio of technical ventures, generative media pipelines, and digital commerce architectures operating alongside primary executive management.

• Generative AI Video & Multimodal Animation Pipelines

Architecting proprietary end-to-end synthetic video generation pipelines utilizing Runway Gen-3, Kling AI, Luma Dream Machine, HailuoAI, and Midjourney. Integrating high-end post-production audio/SFX overlays and precision video editing (Premiere Pro, CapCut) to deploy high-retention cinematic ad creatives and narrative visual IP.

• Turn-Key YouTube Strategy & Growth Infrastructure

Engineering full-spectrum automated and brand-led YouTube channel architectures. Designing high-conversion script hook frameworks, audience retention pacing curves, and algorithmic thumbnail CTR models to drive organic international viewership.

- **Enterprise E-Commerce (Shopify) & CRO Funnels**

Developing high-velocity Shopify storefronts optimized for cross-border trade across the US, UK, and UAE. Executing data-driven conversion rate optimization (CRO), user behavior heuristics, and cart-recovery automation to maximize Average Order Value (AOV).

- **AI Operations & Automated Outbound Workflows**

Engineering custom autonomous business workflows utilizing n8n, Make.com, and custom GPT agents. Integrating CRM databases, e-commerce stores, and automated B2B outbound sequencing to create zero-friction lead acquisition engines.

EDUCATION

- **MBS (Masters in Business Studies):** Virtual University, Pakistan (2013 – 2015)
- **BSE Hons (Software Engineering):** City University of Science & IT (2002 – 2006)
- **DBA (Diploma in Business Administration):** Khyber College of Commerce & Management (2001 – 2002)

LANGUAGES

- **English** – Full Professional Proficiency
- **Urdu** – Native / Bilingual Proficiency
- **Pashto** – Native / Bilingual Proficiency
- **Punjabi** – Professional Working Proficiency
- **Persian** – Elementary Proficiency (*Actively Learning*)

REFERENCES

References will be provided as part of the hiring process.