



# Khizar Sajjad

Digitalization Engineer @Infineon | MarTech & Software Systems

Leveraging digital ecosystems to drive business growth and solve complex operational problems. Currently pursuing a Master's in Software Systems Science, with 4 years of experience bridging Technology & Business across MarTech and Product Management. I combine Data Analytics with strategic Digital Marketing to build scalable solutions, from optimizing engineering processes at Infineon to driving \$1.8M in e-commerce revenue.



khizarsajjad1@gmail.com



+49 1717444070



Bamberg, Germany



khizarsajjad.com/



de.linkedin.com/in/khizarsajjad

## SKILLS

Digital Transformation

Digital Marketing

Wireframing/Interface design (UI/UX)

E-commerce/Web Development

Data Analytics/Machine Learning

## LANGUAGES

English  
Full Professional Proficiency

German  
Limited Working Proficiency

## INTERESTS

Operational Enhancement through Digitalization

Leveraging technology to scale marketing operations

Building Sustainable E-Commerce Ecosystems

Develop user-friendly interfaces & Websites

Data-Driven Problem Solving and Forecasting

Strong Affinity with Technology & Gadgets

## WORK EXPERIENCE

### Digitalization - Working Student Infineon Technologies

10/2024

Munich, Germany

Achievements/Tasks

- Driving operational governance and continuous improvement in Automotive Microcontrollers division by bridging management and engineering; developed AI-powered "5 Whys" web app (React, Next.js, TypeScript, LLMs) for Root Cause Analysis and leveraged Atlassian, design, and data to optimize workflows.

### Product and Marketing Technology - Team Lead OneScreen - Clary Icon

04/2021 - 09/2023

Islamabad, Pakistan

Smartboards manufacturing company, offering numerous consumer hardware and SaaS solutions

Achievements/Tasks

- Built **Go-to-market** strategies and successfully launched SaaS and hardware solutions in new markets
- Developed **Landing Pages** for OneScreen products and services using tools like Unbounce and Webflow and generated 500+ leads in a single quarter.
- Product Management** & Testing for customers and clients; Steering role for the EdTech and R&D teams to advise them on improving existing products and explore new ideas.
- Built a sustainable **E-commerce** setup for the retail division of the business in the office equipment space for the United States market, involving business development and collaboration with the different teams.
- Developed multiple websites including Shopify and Magento stores with the latest E-commerce standards, improved **design**, and proper **SEO** transition, generating 2000+ leads; Enabled automations using AI tools, spreadsheet editors, Zapier, and more; Executed physical and social media branding for the company.
- Managed **email marketing** campaigns; Maintained a low cost per lead in **Google Ads** management across multiple platforms and generated \$1.8M in revenue within a year, with ad spend under 5% of sales.

## EDUCATION

### Master in International Software Systems Science University of Bamberg

2023 - Present

Bamberg, Germany

Highlights

- Seminar:** "The Hidden Dangers of Smart Homes: Technology-Facilitated Violence in the IoT Era"
- Projects:** Deployed a Java Spring Boot app on Google Cloud; managed a Data Stream System with CQL queries; and built an ML model for German hourly day-ahead energy price prediction using APIs and Python.
- Thesis:** "Governing AI Tool Usage in Data-Sensitive Corporate Environments: Balancing Innovation and Risk"

### Bachelor in Computer Science Bahria University

2017 - 2021

Islamabad, Pakistan

Courses & Projects

- Courses in Focus:** Web Engineering, Software Project Management, Software Quality Assurance, Software Testing, Data Communication & Networking, Database Management System, Human Computer Interaction
- Final Year Project & Thesis:** "Web-Based Assessment System for Computing Programs of the University" using ASP.NET MVC Framework, C#, HTML, CSS, Bootstrap, and SQL

## VOLUNTEERING AND LEADERSHIP

### UNICEF Deutschland - United Nations (01/2024 - Present)

Co-leading a Hochschulgruppe in Bavaria in volunteering and promoting children's rights through campaigns and projects.

### Global Shapers - World Economic Forum (01/2023 - 12/2023)

Launched multiple impactful projects for the community, targeted towards young professionals and adolescents

### AIESEC (01/2019 - 01/2021)

Served as a Regional Head for Customer Experience & Business Development, enhancing the exchange product & partnerships