

WAIZA MD ZAWAD

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PROFESSIONAL SUMMARY

Harvard Business School & PRINCE2® – certified Business Development and Project Manager with 6+ years of experience supporting operational planning, performance tracking, and cross-functional execution across technology, e-commerce, and operations-driven environments. Successfully coordinate projects from initiation to completion, ensuring alignment with strategic objectives. Proven ability to translate business and operational needs into structured plans and measurable outcomes, leveraging expertise in Prince2 methodologies. Recognized for strong verbal and written communication, leadership, and stakeholder management skills. Eligible to work full-time in Canada.

PROFESSIONAL EXPERIENCE

Project & Business Development Manager

Tapyble Inc. | Remote (Canada & USA) *March 2025 – Present*

Built and launched a digital NFC business card platform with a mobile app in the USA & Canadian markets, fulfilling partner, customer, and business needs. Led and onboarded contributors (marketers, developers, suppliers, etc.) while analyzing customer and partner usage data to improve product design & adoption, marketplace performance, and operational efficiency, demonstrating data-driven decision-making and continuous improvement with strong leadership and collaboration skills. Tapyble has **100+ daily users** now.

Digital Marketing & Business Operations Consultant (Contract)

National EUO, LLC | Miami, FL, USA (Remote) *March 2021 – June 2021*

Supported operations and digital initiatives for a nationally recognized insurance services organization, utilizing data visualization and market insights to improve reporting and workflows. Worked closely with internal stakeholders to align operational processes with growth and service objectives, fostering collaboration and business development.

Managing Director & Project Lead

Pink Decoder | Dhaka, Bangladesh *October 2020 – September 2025*

Co-founded and led a tech venture from concept to execution, managing cross-functional teams and partners (doctors, developers, researchers, etc.) using strong Management and leadership skills. **Positioned 3rd globally in an Estée Lauder Companies–hosted hackathon (competing with 92 countries) and later raised \$16,000+ USD** through partnerships and fundraising initiatives, showcasing entrepreneurial spirit and negotiation skills.

EDUCATION

Bachelor of Business Administration (BBA)
University of Winnipeg, Manitoba
Graduated: January 2026

Bachelor of Business Administration (BBA)
Memorial University of Newfoundland
Transferred: September 2024

Certificate in Global Business
Harvard Business School Online
Completed: March 2023

CERTIFICATIONS

Project Management PRINCE2® Foundation – PeopleCert

The Estee Lauder Companies Virtual Hackathon 2020 global winner Certificate

Fundamentals of Digital Marketing – Google Digital Garage

FMCG Retail Management – 10 Minute School

CORE SKILLS

Business operations & management, operational leadership, project management, stakeholder management, performance metrics and KPI tracking, process optimization, data-driven decision-making, planning and execution, cross-functional coordination, performance reporting, risk management, data analysis and dashboards, strong verbal and written communication, preparing reports, leadership and coaching, time and risk management, quality assessment, security, professional services, analytical skills, staff motivation, delivering presentations, administrative tasks, marketing strategies, business development, and market research.

Tools: Google Workspace, Google Sheets, Docs, Figma, Canva, Amazon Seller Central, TikTok Shop (US), Slack, MS Office, MS Project. Skilled dashboard analysis & account management, and AI tools usage.

Languages: English (Fluent) | Hindi (Fluent) | Bangla (Fluent)

FREELANCE CAREER & CLIENT IMPACT

Served **90+ clients within 2 years** through freelance and B2B consulting engagements in e-commerce, digital operations, with attention to detail, marketing, customer service and technological solutions. Provided professional services and quality assessment to ensure client satisfaction.

REFERENCES

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