

Hassan Shahid

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[LinkedIn Profile](#) | [Personal Website](#)

EDUCATION

University of Manitoba

Winnipeg, MB

B.A Economics, Minor in Marketing Research, and Digital Marketing

Expected Graduation: Summer 2025

- Relevant Coursework: Data Analytics, Financial System & Banking, Economic Policies
- **Certifications & Specialization:**
 - SEO Certification (In Progress)
 - Social Media Marketing Certification (In Progress)
 - Data Analytics using R Studio and SPSS
 - AI and AI Agent Creation
 - Extensive knowledge of computing Hardware and software

Cambridge International School

Dubai, U.A.E

Cambridge A-levels High School Diploma

Graduation Date: Fall 2021

SKILLS

Microsoft Office Suite: advanced MS Excel, data analysis, econometrics

Data Analytics: R Studio for statistical analysis and visualization

Programming: Python for data analysis and automation

Statistical Software: Ongoing proficiency in SPSS

Data Visualization: Tableau, Power BI

AI Development: Experience in AI Development with Azure AI Services, Google Cloud, Retell.ai, and Twilio

Web Development: Basic knowledge of HTML, CSS, JavaScript

LaTeX: Technical document creation

Computer Hardware: Assembling, configuring, troubleshooting

SEO & Marketing Tools: Semrush SEO, Google Analytics, Search Ads, Social Media Marketing

Automation: Proficient in Make.com

Language: Fluent in English with strong communication skills

Mathematical Skills: Proficient in calculus, linear algebra, probability, and statistical analysis. Experienced with MATLAB, R, and Excel for data modeling and visualization

Operating Systems: Proficient in Windows, Linux, and macOS environments, with extensive experience in system administration, troubleshooting, software and hardware upgrades, and overall system management

EXPERIENCE

LLM Model Trainer

Remote

Outlier AI

Jan 2025 – Present

- Develop and refine prompts to train large language models (LLMs) for enhanced performance in economics, data analytics, and AI-driven decision-making.
- Curate and preprocess datasets to improve model accuracy in economic forecasting, financial analysis, and business intelligence.
- Evaluate AI-generated outputs, providing structured feedback to optimize responses and reduce biases in economic and statistical contexts.
- Implement prompt engineering techniques to improve the interpretability and reliability of AI models in business and financial applications.
- Collaborate with AI researchers and data scientists to enhance model capabilities for economic modeling and predictive analytics.

Social Media Marketing Intern

Dubai, U.A.E

Grand Mega Tourism

Summer 2024

- Developed and executed data-driven social media strategies to increase brand awareness and tour bookings
- Designed and scheduled high-impact promotional content using Canva, Meta Business Suite, Google Ads, and Instagram

- Monitored and analyzed campaign performance with Google Analytics and Meta Insights to optimize engagement and conversions
- Implemented lead generation techniques through SEO optimization, targeted ad campaigns, and audience segmentation
- Managed pricing strategies, promotional discounts, and special offers to drive sales and maximize revenue
- Handled customer inquiries across social media channels, improving response times and enhancing brand reputation

YouTube Content Creator

Remote

Self-Employed

January 2025 – Present

- Research, script, and produce short documentaries on country economies, history, geopolitical controversies, and economic conditions.
- Analyze and present complex economic and political topics in an engaging and informative manner.
- Utilize video editing tools to create visually compelling content for audience engagement.
- Optimize content for SEO and audience growth, increasing viewership and retention.
- Engage with viewers through comments and discussions to build a knowledgeable community.

Laptop and Electronics Reseller

Winnipeg, MB

Self-Employed

September 2023 – Present

- Diagnosed, repaired, and refurbished laptops, monitors, and other electronics to improve functionality and resale value
- Performed advanced hardware troubleshooting, BIOS configurations, and component replacements (SSD, RAM, motherboard)
- Negotiated and closed profitable sales on platforms such as Facebook Marketplace and Kijiji, by using market trends and competitive pricing strategies.
- Managed end-to-end inventory operations, optimizing stock levels, pricing models, and revenue forecasts
- Achieved over 20 five-star reviews on sales platforms, reflecting strong customer satisfaction and service quality
- Provided expert technical support and consultation, establishing a reputation for quality service and reliability

COVID-19 Testing Kit Assembler

Winnipeg, MB

Manitoba Health — StaffMax

Dec 2021 – March 2022

- Assembled and packaged COVID-19 rapid testing kits with high precision, ensuring compliance with health and safety regulations.
- Conducted rigorous quality control checks to verify kit accuracy and reliability before distribution
- Managed packaging, sealing, and labeling processes to maintain product integrity for transportation
- Followed strict safety protocols to ensure a secure and contamination-free production environment

LEADERSHIP & ACTIVITIES

University of Manitoba, Pakistani Students' Association (PSA)

Winnipeg, MB

Vice President Events

Sep 2023 – Present

- Leading the planning and execution of various successful events, boosting club participation by meeting and collaborating with other clubs
- Working closely with club members, making sure everyone's ideas and preferences were considered in event planning, resulting in happier and more engaged members

University of Manitoba, Pakistani Students' Association (PSA)

Winnipeg, MB

First Year Students Representative

Jan 2023 – Sep 2023

- Engaged successfully with first-year students through social events and initiatives.
- Actively represented the interests and concerns of first-year members within the club