

NASEEM

RooCruit

Senior Project Director & Operations Leader

PROFESSIONAL SUMMARY

A highly accomplished leader with 15 years of project management experience across the creative, start-up, marketing, IT, and fintech sectors. Proven track record in planning, executing, and account management within fast-paced international environments. A strategic specialist passionate about driving impactful results through team leadership, system optimization, and innovative business development.

KEY SKILLS

- Project & Team Management
- Business Operations & Strategy
- Start-up Scaling & Innovation
- Fintech & Payment Gateways
- Generative AI & Prompt Engineering
- CRM & Process Automation
- Digital Marketing & Brand Strategy
- Cross-functional Coordination
- Full Microsoft & Adobe Suites
- Web & App Development Oversight

PROFESSIONAL EXPERIENCE

Project Director

Jan 2020 – Current

Creative & Business Consultancy

- Co-founded a consultancy helping start-ups and established entities navigate growth and operational efficiency.
- Managed the end-to-end setup of systems and processes, ensuring institutional readiness for diverse project delivery.
- Leads cross-functional teams of freelancers and internal stakeholders to accomplish complex client objectives.

- Maintains oversight of core business and client management while scaling resources dynamically per project.

Head of Operations

Jan 2024 – May 2024

Boutique Creative Agency

- Identified and assessed legacy systems to architect and implement new process flows, documentation, and standard procedures.
- Optimized communication by leading management and client sessions, resulting in improved turnaround times and collaboration.
- Standardized procedural documentation to ensure consistency and quality control across all agency outputs.

Head of Business Development

May 2021 – Nov 2022

Fintech Payment Gateway Firm

- Directed team development and key relationship management while overseeing the full client onboarding lifecycle.
- Streamlined internal collaboration between technical and commercial teams, enhancing overall performance.
- Hired and upskilled a team of 12 brand and IT developers, building a high-performing unit through standardized adoption of DevOps and creative processes.
- Developed three in-house brands from strategic direction through to annual planning and budget management.
- Built an autonomous operational structure that allowed the portfolio to grow with minimal executive oversight.

Operations Director

July 2012 – Jan 2020

International Marketing & Design Firm

- Led global brand development, marketing, and web development for a multinational consultancy.
- Managed multi-cultural teams across various functions to deliver high-stakes international projects.
- Facilitated stakeholder management to align output with corporate expectations across diverse sectors.
- Successfully developed internal IT projects and brands that were transitioned/sold for high six-figure valuations.

EDUCATION & PROFESSIONAL DEVELOPMENT

Certifications in Business Management

The Independent Institute of Education (IIE)

AI Essentials & Project Management Professional Certificates

Google Continued Learning

McKinsey Forward Learner Program

2023 - 2024 Cohort

Business Development Program

Aurik

National Senior Certificate

Carter High School

INDUSTRY EXPERTISE

Fin-tech, Insurance, Start-ups, FMCG, VAS, Online Services, Web & App Development, Marketing & Advertising, Systems Development.

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