



# Murtaza H

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## OBJECTIVE

I've been a part of the internet industry for over 5 years and have been fortunate to be able to run, manage and scale up three businesses in the duration.

I started my career as an intern at OnlyGizmos, Bombay, India where I was responsible for managing company events and blogs. My duties included blog images editing, social media profile management, and events management across Maharashtra.

After completing 4 months of internship at OG, I got an opportunity to join PriceBaba, a start-up firm, as one of their first employees assisting them in their growth journey.

Today, PriceBaba is India's biggest offline price search and comparison engine which is also funded by a 500 Startups SF fund.

My roles at PriceBaba included managing, sorting, classifying website data, nurturing vendor relationship, and adding new vendors (online and offline).

While I helped PriceBaba grow from one person to eight in ten months, I was encouraged to pursue entrepreneurship myself and started BizProspex as my own data management firm soon after leaving Pricebaba. But before starting my individual venture, I cofounded mbakakeeda.com, a blog for MBA aspirants, that grew from 0 to 45,000 Unique Vistors per year over the time which I sold later.

By 2013, I was on my own with a full focus on BizProspex. Today, BizProspex is among the top 3 data mining, data cleaning and data appending companies in the US (on UpWork).

BizProspex has helped over 250 clients in sorting, managing, and improving their B2B sales. The company today has 20 full-time employees operating from two offices.

I have been a data steward since 2011 and always wanted to use my skills to help organisations move forward using the right data in the right way.

My aim behind finding a job now is to explore new opportunities, learn new skills and explore challenges while helping my employer (and their clients) improve their brand image, and enhance their sales efforts using the internet.

In 2010, while still in college, I found a bug in LinkedIn that allowed users to upgrade their accounts without paying, I was featured in major tech publications and was rewarded for finding the bug by LinkedIn CEO and CTO.

Last year (2016), I was featured on Forbes, for being on the forefront of a survey conducted for UpWork's pricing policy and for being a mind behind suggestions for some major changes made in their policies.

## WORK EXPERIENCE

### OnlyGizmos Intern

October 2011 — Feb 2012

- Performed general office duties and administrative tasks.

- Prepared weekly social media ROI (in terms of clicks) reports for presentation to the CEO.
- Managed and edited images that went live on our blog and social media.
- Managed events at OG, covering entire Maharashtra state.
- Basic SEO.

## MbaKaKeeda

June 2012 — Feb 2013

### Cofounder

I started MbaKaKeeda as a part time project along with a friend to understand the content world, after 8 months I and my cofounder had different thoughts for the future of MbaKaKeeda and we parted, I sold my part of my share to him and went on to work for PriceBaba.

My duties included:

- Managed day to day operations
- Managed content team of 3 people (part time)
- Developed and maintained MbaKaKeeda.com
- Advanced SEO

## PriceBaba

March 2012 — Jan 2013

### Data Steward

I've been very fortunate to have worked at PriceBaba as their first employee.

I helped PriceBaba cover 8 cities in India, managed to get over 2000 vendors on their platform, and grew the data team from 0 to 8 people with the first ten months itself.

I was solely managing the entire team and office when the founders visited the US for 4 months to participate in 500 startups accelerator program.

The experience I gained at PriceBaba helped me start BizProspex in the coming months.

## BizProspex

Jan 2013 — Present

### Founder

I founded BizProspex in Jan 2013 full time officially, and have been managing the day to day operation of the company since then.

My duties at BizProspex include:

Managing clients, onboarding.

Client communication.

Managing the team.

Office admin.

HR (It's tough to manage people).

Operations (execution).

SEO / SEM.

Google AdWords Managment / LinkedIn Ads

Lead Generation / Lead Nurturing.

I've been very fortunate to have started a company from scratch and grow it to this level where it can sustain by itself.

I'm very proud of my team at BizProspex.

I feel this is the right time for me to automate this business and move on with life, I still own 100% of the company, but dont manage day to day operations anymore, I have great set of people managing the entire business from India helping clients from UK / Europe /

Canada / Australia and the US get their CRM cleaned.

## QUALIFICATIONS

- Certified SEOer (by Moz)
- Experienced Google AdWords Accounts Manager
- Certified HubSpot Consultant
- Un-certified CRM consultant (have tons of experience)

## EDUCATION

BS in Electronics (Associate)  
University of North Maharashtra

June 2009 — June 2011

### SEO certification course

Moz

I've learned advanced SEO online through Moz courses on Udemy and practiced it on an array of websites for my friends, clients and myself.

## INTERESTS

Travelling (I've been to 7 countries), Music, Reading (a book a week club member), Internet, Networking, YouTube (Have an average channel that gets over 50k hits a month), Networking.

## REFERENCES

Mr. Annkur Agarwal  
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Mr. Ricahrd C  
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