



# Murtaza Husain

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## OBJECTIVE

I've been a part of the internet industry for over 7 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.

In between OG and PriceBaba (the company I would work after OG), I worked as a freelancer helping my clients **set up and manage HTML / WordPress based websites**, run their **online advertising campaigns** through **Google, Facebook, LinkedIn ads** (sending InMails / running ads) and **Email Marketing** (automation and bulk both).

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.

I co-founded mbakakeeda.com as a weekend project, 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 time 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 **450 clients in sorting, managing, and improving their B2B sales**. The company today has 38 full-time employees operating from two offices.

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

My core skills include but are not limited to: **WordPress / Client relationship and communication, advertising, online marketing, CPC / CPM management and planning, Email Marketing** (I have run campaigns for over 50 companies, have helped over 20 companies setup automation), **Data Mining, CRM setup and appending, social media marketing, AdWords and AdSense management, etc.**

Few notable events in my life:

In 2012, 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

October 2011 — Feb 2012

Intern

- 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 — Aug 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 co-founder 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's website on WordPress
- Advanced SEO
- Social Media Marketing
- Online advertising
- Lead Management
- Landing page development

### 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

Aug 2013 — Present

Founder

I founded BizProspex in Aug 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).  
Website management  
CRM management  
SEO / SEM.  
Google AdWords Management / 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.

## QUALIFICATIONS

- Experienced Google AdWords Accounts Manager
- Certified HubSpot Consultant
- Un-certified CRM consultant (have tonnes of experience)
- Email Marketing Management (experienced)
- Managing Clients, On-Boarding
- Managing clients' communication
- Lead Generation/Lead Nurturing
- Data Mining and Cleaning oversight.

## EDUCATION

### **BS in Electronics (Associate)**

**June 2009 — June 2011**

University of North Maharashtra

I dropped out of choice after 2nd year to join OG as an intern, I didn't see my career as an electronics engineer.

The things I learnt in engineering school included:

PCB design (basic)  
Electrical circuits / electrical wiring (basic)  
Logical reasoning  
Communication skills

### **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 and 15 states in India), Music, Reading (a book a month club member), Internet, Networking, YouTube (Have an average channel that gets over 100k hits a month), Networking.

## REFERENCES

Mr. Annkur Agarwal  
Founder and CEO, PriceBaba  
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Mr. Ricahrd C  
Marketing Manager, AdEdge Water Technologies, Atlanta, Ga  
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