

UMER HUMAYUN

631 Crawford Street, Apt 301, Pittsburgh, PA 15219 | (571) 733-0477 | umerhumayunr@gmail.com | www.umerhumayun.com

Pittsburgh History & Landmarks Foundation (PHLF) Pittsburgh, Pennsylvania
Project Manager Real Estate & Economic Development June 2014 - Present

- Managed and executed the development of Falconhurst Apartments (Wilksburg, PA); An \$11m, 33-unit scattered site rehabilitation project utilizing historic and low-income housing tax credits. The project won the National Preservation Award (National Trust for Historic Preservation 2017)
- Analyze and assess budgets, operating pro-formas, financial statements and generate cash flow waterfalls based on various entity structures and investment criterion, to ensure compliance and provide insights on project health
- Utilize Geo-Spatial and Data analysis tools to analyze and map neighborhood vacancies, tax delinquency, vacant historic structures and related development indicators, to ascertain blight areas and neighborhoods that are in need of revitalization through rehab or construction related redevelopment initiatives

Carnegie Mellon University, Heinz College Pittsburgh, Pennsylvania
Social Media Consultant - Alumni Relations September 2012 - May 2014

- Designed and executed marketing campaign which resulted in Heinz College winning \$100,000 in endowment funds

Obrotu (www.obrotu.com) Lahore, Pakistan
Managing Director & Creative/Graphic Lead May 2011 - Jan 2014

- Designed and executed a 6-month long digital marketing campaign for Gloria Jeans Pakistan helping the brand become the market leader in Pakistan, increasing its online fan base by 260,000 and revenues by 8% (Rs. 3,200,000)

Green Volunteers Pakistan (www.greenvolunteerspk.org) Lahore, Pakistan
Founding Member & Director IT August 2010 - October 2013

- Undertook the rehabilitation of five families affected by 2010 floods through a Rs.4 million fundraiser campaign

Pak Servers Private Limited (www.pakservers.com) Lahore, Pakistan
Co-founder & Director August 2007 - Present

- Developed the current online inventory management system for Pakistan Railways to reduce operating costs by 13% (Rs.1,600,000) through eliminating the need for monthly manual reports, and improving inventory supervision

EDUCATION

Carnegie Mellon University, H. John Heinz III School of Public Policy and Management Pittsburgh, PA
Master of Public Policy and Management, GPA 3.72 August 2012 - May 2014

Lahore University of Management Sciences (LUMS) Lahore, Pakistan
Bachelor of Science (Honors) in Social Sciences and minor in Economics September 2006 - September 2010

PROJECTS

H. John Heinz III School of Public Policy and Management January 2014 - May 2014
Capstone Project

- Evaluated PennDOT's Transportation Planning Process for Urban Development of Almona, Hazelwood and devised recommendations for regional traffic mitigation

Microsoft, Yammer September 2013 - December 2013
Student Consultant, Measurement & Analysis of Social Media Initiatives

- Collaborated with Microsoft product marketing team to devise key metrics to understand adoption of enterprise social tools

The Greater Pittsburgh Community Food Bank September 2013 - December 2013
Student Consultant, Management Consulting

- Mapped distribution centers & generating poverty heat-maps for Allegheny county making recommendations for increasing in-kind contributions and improving operational efficiencies

AWARDS | ACTIVITIES | INITIATIVES

- **Recipient**, MS Heinz tuition scholarship
- **Startup**: www.gradtrunk.com; An initiative aimed at facilitating Pakistani students applying to U.S. universities
- **Marketing Chair**, Heinz International Development Group. **Member**, Heinz Consulting Club Member
- **Corona Virus Visualizer**: covid19gis.com
- **President**, LUMS Daily Student Society
- **Startup**: Akletic.com (Martial arts uniform store)
- **Investing**: Founder; CryptoCatchers (blockchain) Founding member; Wingtrades (equity)
- **Blog**: www.geekntech.com (Blog & YouTube)
- **Startup**: Directshop.pk; Online store (2011 – 2012)
- **Director**, LUMS Media Arts Society & LUMUN

ADDITIONAL

Software Skills — ArcGIS 10.1, Visio, SPSS, NVIVO, FileMaker, Adobe Illustrator, InDesign, Photoshop and Premiere
Interests — Technology, stocks, crypto, gaming, blogging, traveling, cars, music, cooking, rafting, volleyball and cricket