

MUHAMMAD BALEEGH

Startup Generalist · Business Development & Growth (Working Student)

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PROFILE

Entrepreneurial Computer Science student in Berlin who founded, scaled and ran e-commerce businesses on Amazon and Shopify, including hiring and managing a team of 5. I read performance data to make decisions, build quick prototypes with no-code tools, and use AI tools every day to speed up research and reporting. I am comfortable owning work outside a fixed job description.

EXPERIENCE

2020 – 2022 USA & UK markets	Owner, E-commerce Entrepreneur · Amazon & Shopify stores - Founded and scaled two online stores on Amazon and Shopify, from product sourcing to international sales. - Ran PPC and social media campaigns, using Amazon Seller Central analytics and competitor research to guide pricing and content decisions. - Hired, trained and managed a team of 5, coordinating daily operations and resolving customer-facing issues. - Handled supplier communication, listing compliance and cross-border logistics.
2022 – Present Berlin	UI/UX & No-Code Product Design · Independent and university projects - Built AWARE, a health app prototype, and RUNSHIFT, a game MVP, using no/low-code tools (Lovable, Replit, Google AI Studio). - Used AI tools (Claude, ChatGPT, Google AI Studio) to automate research, content drafts and design iteration. - Applied structured problem-solving frameworks and market-gap analysis in coursework and personal projects.
2024 – Present Berlin, Germany	Freelance Frontend Developer · Landing Pages & Small Business Websites Designed and shipped responsive websites for restaurants, cafes and local businesses, including Bear Burger Berlin, Kinetic Botanical Cafe and Coffee & Cookies (all live on Vercel).

SELECTED PROJECTS

AWARE, Health App Prototype Health app prototype (booking and results flow) built with Lovable to show fast no-code product execution.
RUNSHIFT, Game MVP Game MVP taken from idea to functional prototype with no/low-code tools.

EDUCATION

2022 – Present	B.Sc. Computer Science · Arden University, Berlin
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SKILLS

Business & growth	Market and competitor research, Reporting and analytics, Google Analytics, Excel / Google Sheets, Data-driven decision making, Team management (up to 5), Training and development, Project management, Strategic planning
E-commerce & marketing	Shopify, Shopify Liquid, Amazon Seller Central, A+ Content, Product page and storefront design, Wix
AI & automation Tools	ChatGPT, Claude, Gemini, Perplexity, Google AI Studio, Midjourney, Lovable, Replit, n8n automation Microsoft Office (Word, Excel, Outlook), Notion

LANGUAGES

	English: B1 (Upper Intermediate) German: A1 (Beginner, currently learning)
Work permit	§16b residence permit: available for part-time, working-student and internship roles within permit limits.