



MUHAMMAD BILAL SHEIKH



EXPERIENCE

Business Development Intern Simonix - Kuala Lumpur, Malaysia

Full-time 07/2025 - 09/2025, Contract 03/2026 - 06/2026

- Conducted industry and competitor analysis in the hospitality sector to identify market trends, benchmark operational practices, and support strategic recommendations for smart hotel solutions.
- Built financial models and developed ROI/sustainability proposals by quantifying energy-saving opportunities, diagnosing operational inefficiencies, and modeling guest experience improvements to inform executive decision-making.
- Supported client acquisition efforts by mapping stakeholder landscapes, preparing persuasive presentation materials, and contributing to LinkedIn marketing campaigns that targeted hotel decision-makers.
- Collaborated with the technical team to translate product capabilities into business value propositions, ensuring solutions were aligned with client needs and communicated in a clear, actionable manner.

Student Consultant - MYReaders NGO Strategy Project

Monash Consulting Society - Malaysia

01/2026 - 02/2026

- Worked in a student consulting team on an 8-week strategy project for MYReaders, a Malaysian literacy NGO, analysing customer journey, sales channels, and operational challenges affecting digital growth and commercial sustainability.
- Developed and presented recommendations focused on platform usability, customer engagement, and go-to-market execution to support a more scalable and financially sustainable operating model.

Local Student Consultant University of Groningen & Monash University - Malaysia

04/2025 - 05/2025

- Partnered with Dutch students on market research and strategic business analysis projects for Dutch companies entering the Malaysian market.
- Conducted client and stakeholder research on market trends, customer behaviour, and local business practices while working in a cross-cultural, client-facing project environment.

Marketing and Cost Management Intern Sihaf Arabic

Restaurant - Kuala Lumpur, Malaysia

12/2023 - 02/2024

- Analysed sales and operational data to identify inefficiencies in inventory management, customer flow, and overall business performance.
- Supported marketing initiatives and partnership opportunities while working closely with management and kitchen staff to improve operational coordination and customer experience.



EDUCATION

Bachelor of Psychology and Business

Monash University - Malaysia, 2026

Relevant coursework: Management, International Marketing, Accounting, Statistics, International Business

WAM – 72.2

CONTACT

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SUMMARY

I am a Psychology and Business student who believes every challenge is an opportunity to think differently. My experiences, from researching coastal erosion with international partners to reducing wastage in a restaurant kitchen and promoting smart-building technology, have taught me that solutions often lie in the spaces others overlook. I want to keep building the ability to turn complex problems into practical strategies, working with people, learning from real-world experiences, and contributing ideas that create meaningful impact.

SKILLS

- Microsoft Excel
- Powerpoint
- Business strategy & problem solving
- Market research & competitor analysis
- Presentation
- Attention to detail

LANGUAGES

Fluent in English:

Fluent in Urdu:

Fluent in Hindi:



A-Levels

HELP International School - Malaysia, 2023

Final grades: Economics (A), Psychology (A), Business (B)



ACTIVITIES

PwC x Monash Consulting Society Case Competition, 2nd Place,
Developed a regional expansion and profitability strategy for 'SeaMoney'
focused on Southeast Asia and LATAM markets. Conducted competitor,
financial, and product analysis to evaluate fintech scalability, market
positioning, and growth opportunities.