# ANSAR ULLAH ANAS

**Technology Entrepreneur | Dual Master's (M.S. IE & MBA) Graduate Student**

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## SUMMARY

Computer science engineer with a master's in information technology and expertise in digital marketing, project management, and AI. Passionate about entrepreneurship, I develop AI-driven solutions to address small business challenges, currently focusing on a comprehensive, cost-effective business management platform to empower SMBs

## SKILLS

- Digital Marketing (Paid Advertising, SEO/SEM, Growth Strategy)
- Product Management (Lean Startup, Go-to-Market)
- Project Management (Agile, Scrum)
- AI (OpenAI)
- Marketing Analytics
- Collaboration Tools (Atlassian, Google Workspace, Teams)
- Programming

- Leadership
- Entrepreneurship
- Business Operations & Management

## PROFESSIONAL EXPERIENCE

Dallas, TX
2023 – Present

**Founder, Z360.biz LLC**

- Conceiving a SaaS platform to deliver a comprehensive, user-friendly, and affordable AI-powered business management solution tailored for small and medium-sized businesses.
- Leveraging cutting-edge language models and advanced AI technologies to transform operational workflows, enhance decision-making, and streamline core business functions.
- Leading product vision and strategy, guiding market research, MVP development, and iterative testing to ensure the platform's features align with real-world SMB challenges.
- Focusing on scalable growth through continuous innovation, thoughtful user experience design, and strategic partnerships.

Remote
Established 2017

**Founder & Strategic Advisor, Zikra Infotech LLC**

- Launched a remote, digital marketing agency serving diverse industries with a primary focus on healthcare.
- Scaled operations to a 70-employee team worldwide, delivering strategic marketing solutions for SMB growth.
- Currently not actively involved in day-to-day operations; serving only in an unpaid advisory role to provide occasional strategic input as needed.

Arlington, TX
Fall 2023

**Chief Technology Officer (CPT), Cardinal and White Health**

- Led the technology department in a home health and healthcare compliance environment.
- Introduced innovative tech initiatives to better serve clients, maintaining HIPAA compliance.
- Engagement completed under authorized Curricular Practical Training (CPT) as part of my IT graduate program.

Remote
Sep 2021 – Aug 2022

**Senior IT Customer Success & Subject-Matter Expert, Hostinger International**

- Provided IT support and customer success services for a global web hosting platform with 2.4M+ customers.
- Promoted to Subject-Matter Expert role, leading shifts, mentoring support teams, and enhancing service quality.

Remote
Aug 2020 – Sep 2021

**Subject-Matter Expert, Amazon**

- Resolved high-priority customer support cases and optimized agent performance through targeted training.
- Contributed to the development of tools and best practices that elevated overall customer success operations.

## CERTIFICATIONS

- PMI Certified Project Management Professional
- Certified Scrum Master by Scrum Alliance
- Google Certificate in Project Management
- Google Certificate in Digital Marketing
- Google Certificate in IT Support
- Agile Leadership by the University of Colorado

## EDUCATION

Jindal School of Management
Dallas, TX

**University of Texas at Dallas**

Pursuing Dual Master's: M.S. in Innovation & Entrepreneurship & MBA | Expected Graduation: (Fall '27)

Williamsburg, KY

**University of the Cumberlands**

M.S. in Information Technology | Jan 2023 – Aug 2024 | GPA: 4.0 (Summer '24)

India

**Jawaharlal Nehru Technological University Hyderabad**

B.Tech in Computer Science Engineering | June 2016 – Nov 2020 | First Division

## RESEARCH INTERESTS

**SMBs | AI | Marketing | Management**

### Generative AI in Marketing & Operations

Exploring how advanced language models (e.g., OpenAI, LLaMA) can optimize decision-making, customer engagement, and brand positioning for small and medium-sized businesses.

### AI-Driven Business Management Platforms

Investigating the integration of AI technologies into core operational functions—such as inventory management, scheduling, and financial planning—to improve efficiency, reduce costs, and enhance overall business performance.

### Digital Marketing & Growth Strategies

Analyzing the impact of data-driven marketing techniques and automation on lead generation, customer retention, and revenue growth.

### Impact Analysis & Compliance

Examining the influence of AI-enabled solutions on organizational compliance, cost-effectiveness, workflow streamlining, and adherence to industry regulations (e.g., HIPAA in healthcare-related contexts).

## TEACHING EXPERIENCE

### Graduate Teaching Assistant, UT Tyler

Assisted in delivering undergraduate courses on Object-Oriented Programming and Java, contributing to curriculum development, hands-on lab sessions, and personalized student support.

### Professional Workshops & Skill Enhancement Sessions

Led practical training sessions on digital marketing fundamentals, basic AI integration techniques, and innovation frameworks for early-stage ventures—empowering participants to adopt emerging technologies responsibly and in compliance with relevant regulations.

## TEST SCORES

- IELTS: 7.5 BANDS / 9 BANDS
- GRE: 316 / 340

## KEY ACCOMPLISHMENTS

### Academic Excellence in Information Technology

Maintained a 4.0 GPA in advanced graduate studies, reflecting strong dedication to academic rigor, technical proficiency, and intellectual growth.

### Research-Driven Innovation

Undertaken multiple research projects exploring AI-enabled marketing strategies and operational efficiencies, contributing to a deeper understanding of how technology can reshape small business ecosystems.

### Entrepreneurial Venture Development (Z360)

Currently guiding the development of an AI-powered business management platform that addresses real-world SMB challenges, leveraging cutting-edge AI solutions to streamline operations and inform strategic decisions.

### Digital Marketing Agency Leadership (Zikra Infotech LLC)

Founded and previously scaled a remote digital marketing firm to a global 70-person team, driving client growth within healthcare and other regulated industries before transitioning to an advisory role.

### Team Building & Strategic Management

Successfully built and mentored high-performing teams, fostering adaptability, compliance, continuous improvement, and innovative problem-solving.

## MOST PROUD OF

Relocating to the U.S. to advance my education in innovation, entrepreneurship, and business strategy, and channeling that knowledge into developing an AI-driven startup aimed at empowering small businesses worldwide.

## MEMBERSHIPS

- Institute of Innovation and Entrepreneurship's Executive Leadership Council (Member)
- Project Management Institute – Dallas Chapter (Member)
- Scrum Alliance (Member)