

SHABBIR JETHAJIWALA

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Summary	Co-founded @TheRashidaDiaries, a lifestyle platform with 65K+ followers generating AED 500K+ through brand partnerships and affiliate marketing. Managed end to end content strategy across 200+ posts, delivering viral reels with 1M+ and 6M+ views. Experienced in creator outreach, brand deal negotiation, and performance analytics.
Education 2026-2030	TETR COLLEGE OF BUSINESS Candidate for Business Management and Technology Learn by building businesses across 7 countries (Dubai, US, UK, India, Ghana, Argentina, China).
2025 – 2026	SCHOLARS INTERNATIONAL ACADEMY <ul style="list-style-type: none">• A-Levels (Predicted): 3 A*s — Chemistry, Mathematics, Biology• AS Levels: 3 As• MUN Best Chair (DISEC): Highest distinction for presiding officer out of ~12 chairs; participated in 3+ conferences as delegate
2013-2024	MSB Private SCHOOL <ul style="list-style-type: none">• IGCSE: 6 A* top performer in a cohort of 100+ students• Academic Excellence Award: Recognised across multiple consecutive years in a batch of 100+ students• Deputy Head Boy: Elected student leader representing a 500+ student school; coordinated school events and governance• Hosted elocution competition.
Experiences 2025 – Present	@THERASHIDADIARIES Instagram Lifestyle & Culture Platform Co-Founder & Influencer Marketing Lead 65,000+ followers across platforms <ul style="list-style-type: none">• Tracked performance across 200+ posts; identified high-performing formats that produced reels with 1M+ and 6M+ views• Generated AED 500K+ through paid brand deals with Trendyol, Temu, Alist, and regional lifestyle brands, and affiliate partnerships; negotiated multiple contracts independently.• Led the entire end to end operations from lead generation, conversion, alignment, storytelling, shooting, editing and publishing the final post on time.
2026- Present	MakeMeRevise.com — EdTech Platform Founder & Product Builder <ul style="list-style-type: none">• Built and launched a comprehensive AI-powered revision platform the only platform that combines study resources with a personalised, science-based roadmap telling students exactly what to study and when, dynamically built around their exam date• Developed and integrated multiple product features end-to-end: AI study roadmap generator, AI chat assistant (text + photo upload), AI mock exams with automated marking and examiner-style feedback, AI notes, flashcards, FAQs, and background study music• Differentiated from existing platforms (e.g. Save My Exams) by going beyond static resources MakeMeRevise actively guides the student through their revision journey using spaced repetition, Pomodoro, and interleaving• Managing full product lifecycle independently: concept, design, development, bug fixing, and paywall integration ahead of full public launch
Oct-March 2026	Gurukul Innovation Lab - Venture Building Fellowship. <ul style="list-style-type: none">• Completed a 6 month venture building fellowship focused on early-stage startup operations, market research, and product development frameworks.• Worked on an early-stage startup concept aimed at helping founders validate and build ventures from zero to one, contributing to problem identification and go to market thinking.
Aug 2025	Aakash Healthcare Super Speciality Hospital Operations Intern <ul style="list-style-type: none">• Deep Researched and reviewed all major medical specialisations- Gastroenterology, ENT, Internal Medicine, Orthopaedics, and more gaining a broad view of how a complex organisation manages people and processes• Spent time with HR, Call Centre, Media, and a 3D Printing unit; Analysed business support functions within a large organisation Identified operational optimisation strategies and maximise doctor's time being part of more than 5 live OT surgeries.
Volunteering	<ul style="list-style-type: none">• Gaza Aid: Volunteered in UAE community aid drive packaged food, clothing, and supplies for shipment to Gaza• Environmental Awareness: Led mangrove conservation awareness campaign in UAE• Quran Education: Memorised the full Quran at age 9 with a score of 97% (youngest hafiz in the GCC at the time)—acknowledged by H.H. Ruler of Sharjah; recruited community members into Quranic education and helped younger students complete their Hifz• Community Outreach: Participated in multiple community outreach programs across UAE
Skills	CapCut Pro Adobe Photoshop Data Analysis Reporting Stakeholder Coordination Public Speaking Instagram Insights Content Performance Analytics Affiliate Marketing Brand Outreach Excel Microsoft Access Power BI (Fundamentals)
Languages	English Hindi Urdu Gujrati
Hobbies	Badminton Reading (Fiction) Content Creation Market Research