

Mohammed Reshi

Exeter, Devon, UK | +44 73531 95575 | mar230@exeter.ac.uk | linkedin.com/in/mreshi

Education

MSc Financial Technology | University of Exeter Sep 2025 – Sep 2026
Key Modules: Advanced FinTech, Smart Contracts, Law for FinTech, Applied Econometrics, Financial Modelling

BSc Accounting and Finance | University of London Sep 2018 – Aug 2022

Experience

Business Strategy and Product Manager | Remote Sep 2022 – Sep 2025
Major Clients: Rosemann Textilien, EmDa Trading

- Directed product strategy and data-backed budgeting across international markets, using KPI frameworks and performance tracking to consistently beat revenue targets by over 20% while protecting profit margins.
- Designed and executed scalable go-to-market strategies for key clients across Amazon and direct channels, leveraging market research and customer insights to drive up to 60% revenue growth over three years and secure top-5 Amazon rankings for flagship products.
- Managed over \$1m in cumulative advertising budgets across multiple channels, reallocating spend to highest-performing platforms and optimising Amazon campaigns at campaign level using ACOS, conversion data and keyword performance, generating over \$5m in direct advertising revenue and ~\$10m in total client revenue.
- Engineered Excel VBA and AI-driven automation systems across client operations, including rule-based Amazon campaign optimisation between profitability and ranking goals, eliminating manual overhead across campaign management, inventory and reporting workflows.

Accounting Intern | Al Ghurair Giga Jun 2021 – Aug 2021

- Collaborated with the Head of Finance to define requirements for an accounting system, digitising receipts and paper records into a centralised database, improving reporting accuracy and retrieval.

Operations Intern | Bank Al-Falah Dec 2019 – Feb 2020

- Supported cross-departmental daily operations at a major commercial bank, maintained premier-tier client relationships and contributed to retail banking product sales through direct client engagement.

Projects & Leadership

President | FinTech Society, University of Exeter Oct 2025 – Present

- Led the relaunch of the University of Exeter FinTech Society, defining the strategic roadmap, organising industry speaker events and growing the society's membership and engagement from the ground up.

Treasurer | Postgraduate Society, University of Exeter Oct 2025 – Present

- Manage society finances including budget planning, liaison with the Students' Guild for funding compliance.

SmartFundX | Smart Contracts Class Mar 2026

- Conceptualised and directed the development of a decentralised crowdlending platform on Ethereum Sepolia testnet, designing platform architecture and features including investor voting mechanisms for fund release approval and on-chain capital accountability, integrating a Django frontend with Solidity smart contracts.

Life Simulation Game | Flutter Jan 2026 – Ongoing

- Designed complete game architecture, engineering a complex in-game economy that included inventory management systems, item scarcity models, and social interaction mechanics.

Algorithmic Trading Bot | Python Jan 2026

- Collaborated with an active trader to translate trading strategies into a rule-based automated system, defining pattern recognition logic, entry/exit criteria and risk parameters to enable systematic trade execution.

Skills & Certificates

Programming & Technical: Python, R, SQL, VBA, Solidity

Tools & Platforms: Microsoft Office (Excel Advanced Macros), Prompt Engineering & AI-Driven Development

Certificates: Anthropic | AI: Framework Foundations (Mar 2026), Microsoft | Product Strategy & Road Mapping (May 2025), Microsoft | Market Research & Competitive Analysis (Jun 2025), Google | Data Analytics (Nov 2023)