




MUHAMMAD USMAN LIAQAT

ARCHITECT AND MARKETING EXPERT

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 Lahore, Punjab Pakistan

OBJECTIVE

Dynamic Architectural Designer and Real Estate Marketing Specialist with a proven track record in creating innovative designs and driving successful marketing campaigns. Proficient in Revit Architecture (BIM), SketchUp Pro, and 3ds Max for precise 3D modeling and rendering. Experienced in developing strategic marketing plans to enhance property visibility and achieve sales targets. Seeking a challenging position to leverage my skills in both architecture and real estate marketing to contribute to organizational growth.

EXPERTISE

- **Architectural Design & Planning:** Specializing in residential, commercial, and landscape designs.
- **3D Modeling & Rendering:** Creating high-quality 3D models and photorealistic renders using Revit, Enscape, SketchUp, and 3ds Max.
- **AutoCAD Drafting:** Producing detailed floor plans, elevations, sections, and construction drawings.
- **Project Visualization & Walkthroughs:** Developing interactive walkthroughs and 360-degree views for client presentations.
- **Real Estate Sales & Marketing:** Delivering top-notch strategies to maximize property visibility and client engagement.
- **Digital Marketing:** Maximizing online presence through SEO, PPC, and content marketing, tailored for diverse industries.
- **Construction Project Consulting:** Offering strategic advice to plan, manage, and execute construction projects successfully.
- **Business Development:** Developing tailored plans to grow your business, improve customer acquisition, and boost revenue.

WORK EXPERIENCE

Sales & Marketing Manager | 2020 - 2023

Head of Sales & Marketing in Various Real Estate Projects

- **Khwaja Fareed Commercial Center Phase 1 & 2**

Location : Abu Zabi Road RYK Punjab Pakistan

- **Indus Smart City Housing Society**

Location : Sadiq Canal Road RYK Punjab Pakistan

- **Zeenat Garden Housing Society**

Location : Toyata SR road Road RYK Punjab Pakistan

Responsibilities

- Demonstrated proficiency in dealing with diverse clients throughout the sales process.
- Applied lead generation techniques, cold calling, and influence marketing strategies for successful project sales.
- Utilized digital marketing skills as a social media manager and graphics designer for the real estate projects.
- Managed Facebook and Google Ads campaigns, contributing to increased project visibility and sales.

Founder & CEO | 2023

Door Step Property | Abu Zehbi Road RYK

Marketing Agency

Key Highlights

- Established a prominent real estate agency in Rahim Yar Khan, specializing in residential, commercial, agricultural, and new construction properties.
- Curated a range of properties for sale and rent, offering personalized advice and support to clients.
- Managed paperwork and legalities to ensure stress-free property transactions.

PROJECTS

150 Sq. Yard Modern Residential Exterior & House Map Design | 2024

- Designed a modern façade with LED lighting, glass balustrades & sleek architectural elements.
- Created AutoCAD house maps, including floor plans, elevations & sections.
- Developed 3D renders & walkthroughs using Revit with Enscape & 3ds Max for client visualization.

Commercial Complex 3D Visualization | 2024

- Designed a multi-story commercial building with an innovative façade and functional layout.
- Used SketchUp and 3ds Max for detailed 3D modeling and rendering.
- Delivered 360-degree panoramic views and video walkthroughs for enhanced project presentation.

Interior Design & Space Planning | 2024

- Developed luxury interior designs for residential and corporate spaces.
- Focused on ergonomic and aesthetic detailing using AutoCAD and Revit.
- Rendered photo-realistic interiors with Enscape for immersive visualization.

SKILLS

- **AutoCAD** (2D Drafting & Detailing)
- **Revit** (BIM Modeling & Enscape Rendering)
- **SketchUp Pro** (3D Modeling & Visualization)
- **3ds Max** (High-Quality 3D Rendering)
- Interior & Exterior Visualization
- Project Documentation & Construction Drawings
- **Digital Marketing:** SEO, PPC, Social Media Management, Content Marketing
- **Sales & Business Development:** Lead Generation, Client Relationship Management, Strategic Planning
- **Graphic Design:** Adobe Photoshop, Adobe Illustrator, Canva

CERTIFICATIONS

SketchUp Pro Course with Enscape 3.5.6 | ARCH-CONCEITO | Oct 2024

- Gained expertise in 3D modeling, rendering, and animation for both interior and exterior spaces.

Revit Architecture (BIM) Course | ARCH-CONCEITO | Nov 2024

- Mastered Building Information Modeling (BIM) to streamline architectural workflows and design smarter, data-driven spaces.

EDUCATION

- **BS Computer Science** | 2017 - 2021
- **Institute:** Khawaja Fareed University of Engineering & Information Technology

LANGUAGES

- English ★★★★★
- Arabic (Basic) ★★☆☆☆
- Urdu ★★★★★

REFERENCES

References will be available on demand.