



DIRECTORATE OF INDUSTRIAL LIAISON

NED University of Engineering & Technology

University Road, Karachi-75270 Pakistan

Tel: (+92-21) 99261261-8, Ext: 2274, 2218, Email: dil@neduet.edu.pk



'SAY NO TO CORRUPTION'

24-12-2025



Assistant /Deputy Brand Manager:

Location: On-Site (Karachi)

Type: Full-Time

Positions: 4

Timings: 12 pm to 9 pm, 6 pm to 3am

Responsibilities:

Help refine and maintain brand guidelines.

Conduct and analyze market research, competitor analysis, and consumer insights to identify trends and opportunities.

Track competitor brands' activities (pricing, promotions, new launches, communication style).

Use data (sales reports, customer reviews, social media insights) to support decision making and refine brand strategy.

Ensure strong and consistent brand presentation across marketplaces like Amazon, TikTok Shop, website, etc.

Work with the e-commerce team to optimize product listings, images, titles, bullets, A+ content, and brand stores.

Coordinate closely with sales, design, production, and operations to ensure brand consistency from concept to customer.

Requirements:

Minimum Bachelor's / Master's Preferred degree in Advertising, Marketing, Brand Management, or a related field.

2-4 years of relevant experience in brand management, marketing, or product management.

Experience in digital marketing or with e-commerce brands is strongly preferred.

Strong understanding of brand building, positioning, and consumer behavior.

Excellent communication and presentation skills – both written and verbal.

Creative mindset with attention to detail and strong aesthetic sense (visuals, packaging, content).

Proficiency in basic reporting tools, familiarity with design tools (Adobe, Canva, etc.) is a plus.

Ecommerce Shopify Expert

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Shopify Expert – E-Commerce Operations

Location: On-Site (Karachi, Pakistan)

Employment Type: Full-Time

Department: E-Commerce / DTC Brand

About the Role

We are looking for a Shopify Expert with strong hands-on experience managing end-to-end e-commerce operations on Shopify. The ideal candidate will be responsible for building, maintaining, optimizing, and scaling our Shopify store while coordinating with marketing, creative, supply chain, and product teams. This role requires technical proficiency, problem-solving skills, and a deep understanding of e-commerce workflows.

Key Responsibilities

Build, update, and maintain Shopify websites, ensuring a smooth user experience and optimized store performance

Upload products, manage collections, pricing, variants, and inventory across the store

Coordinate with supply chain and warehouse teams for stock updates and product availability

Implement and troubleshoot Shopify apps, integrations, and automations

Optimize website speed, SEO basics, conversion rates, and checkout flow

Create landing pages and customize themes according to brand guidelines

Monitor store analytics and generate performance reports (traffic, sales, conversions, issues)

Ensure product pages, images, and content meet brand and quality standards

Handle technical issues, errors, and platform-related escalations

Collaborate with marketing teams to support campaign launches, discount codes, and promotional activities

Requirements

2-4 years of hands-on experience working with Shopify (Plus experience is a bonus)

Strong understanding of Shopify themes, Liquid coding, and app integrations

Experience managing e-commerce operations, product uploads, and store optimization

Ability to diagnose and resolve Shopify-related technical issues

Familiarity with analytics dashboards (GA4, Shopify Analytics, Meta Pixel, etc.)

Strong coordination, communication, and organizational skills

Nice to Have

Experience with DTC apparel or clothing brands

Knowledge of CRO, UX/UI improvements, and email automation tools (Mailchimp)

Location: Shahra e Faisal, Karachi (Onsite)

Brand Creative Designer



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We are looking for a Brand Creative Designer who will define and design the visual identity of our new NY Thread's DTC clothing brand. From packaging to digital content and product imagery, you'll craft a cohesive and recognizable brand experience across all consumer touchpoints.

Key Responsibilities

- Design brand identity including typography, and visual tone.
- Create high-quality packaging concepts for apparel and accessories.
- Develop consistent visual styles for website, ads, and social media.
- Collaborate with marketing and content teams to produce campaign visuals.
- Ensure all creative assets align with brand voice and DTC strategy.
- Research design trends and competitor brands to keep visuals fresh and relevant.

Requirements:

- Bachelor's degree in Graphic Design, Visual Arts, or related field.
- 3-5 years of experience in brand and graphic design (fashion or DTC preferred).
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and AI Tools.
- Strong portfolio demonstrating brand identity and packaging design.
- Experience in apparel or e-commerce brands is a plus.

Location: Shahra e Faisal, Karachi (Onsite)

AI/ML Engineers

Role Description:

Utopia Deals is hiring Machine Learning Engineers to be at the forefront of developing cutting-edge AI solutions that directly impact our business and customers.

At [Utopiadeals.com](https://utopiadeals.com), you will have the opportunity to design, build, and deploy a wide range of systems, from advanced Data Science models for forecasting and prediction to next-generation Generative AI applications and autonomous AI Agents that solve complex e-commerce challenges.

Key Responsibilities:

- Design and develop Generative AI and agentic solutions using Large Language Models (LLMs).
- Build, train, and deploy advanced Machine Learning models, including time-series models for forecasting, NLP, and Deep Learning applications.
- Create and optimize Retrieval-Augmented Generation (RAG) systems for enhanced knowledge retrieval.
- Use AWS cloud services to build scalable, production-ready MLOps and AI infrastructure.
- Collaborate with cross-functional teams in an e-commerce business setup to integrate AI-driven features and drive innovation.

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Requirements:

- 2-6 years of hands-on experience in developing production-grade Machine Learning or AI Solutions.
- Proven experience in developing and deploying a variety of Data Science models, with a strong background in forecasting using time-series models.
- Hands-on expertise in building solutions with Generative AI, LLMs, and RAG architectures.
- Strong proficiency in Python, Restful APIs, and relevant ML/GenAI frameworks.
- Solid experience with MLOps practices on cloud platforms, particularly AWS.
- Experience designing and implementing AI Agent Systems is a plus.

Preferred Qualifications:

Bachelor's or Master's degree in Computer Science, AI, or Engineering.

Location: Shahra e Faisal, Karachi, Pakistan (On-site)

Timings: 3 PM to 12 AM

Interested Candidates send resumes at

jobs@utopiadeals.com, cc: **hafeez.ullah@utopiadeals.com**



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