

Rishab Ali Muhammad

Marketing Strategist & Funded Futures Trader

Marketing entrepreneur and paid-social strategist studying Business Administration (Marketing concentration) at University at Buffalo. Founder of SkyLead, a Meta ads agency helping home service companies scale, and a funded futures trader managing \$200K+ across multiple prop firms. Eagle Scout with proven leadership experience.

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916-287-0407

Syosset, NY

skyleadagency.com

WORK EXPERIENCE

SkyLead Marketing Agency

Founder / Owner — skyleadagency.com

June 2026 - Present

- Run a marketing agency helping Roofing, Plumbing, and HVAC companies scale through paid Meta advertising
- Manage client ad campaigns end-to-end: targeting, creative strategy, budget optimization, and lead generation funnels

RoseStar Apparel

Founder — Clothing Brand

Jan 2026 - Present

- Founded and run an independent clothing brand, overseeing branding, design direction, and go-to-market strategy

Ecommerce Store

Founder (in development)

Sept 2026 - Present

- Building an ecommerce business importing and selling products, driven by paid Meta ad campaigns
- Handling product sourcing/importing, store setup, and ad campaign strategy

Funded Market Analyst

Multi-Million Dollar Prop Trading Firms

Sept 2023 - Present

- Manage \$200K+ in funded trading capital across Lucid Trading (\$100K), MyFundedFutures (\$50K), and two \$25K accounts with Apex
- Began studying day trading in 9th grade, progressed to funded live accounts by 10th grade, and consistently meet firm risk/profit targets

Technical Support Assistant

Syosset High School — Student Worker

Sept 2025 - June 2026

- Helped students repair broken devices, kept Chromebook repair inventory, and answered tech questions from teachers and students

LEADERSHIP & ACTIVITIES

Business Honors Society, Syosset High School — Member (Sept 2024 - June 2026)

Domestic Harmony Foundation — Youth Leader (Sept 2024 - Present)

EDUCATION

University at Buffalo

B.S. Business Administration, Marketing concentration

Expected 2030

Syosset High School, Syosset, NY

Graduated June 2026

HARD SKILLS

Meta Ads Manager

Paid Social Advertising

Campaign Strategy

Ecommerce

Client Acquisition

Canva

Graphic Design

Claude

Claude Code

ChatGPT

Higgsfield

App Development

CRM Development

SOFT SKILLS

Leadership

Communication

Adaptability

Problem Solving

Event Organization

Customer Service

AGENCY

SkyLead Marketing Agency

skyleadagency.com

- Meta ad campaigns for Roofing, Plumbing, and HVAC clients focused on lead generation

DEVELOPER

CoursePad

App Developer — course-pad.com

- Built a desktop app consolidating calendars, to-dos, documents, and AI-powered study tools into one privacy-first student dashboard

Custom CRM Development

- Designed custom CRMs to manage clients and operations for SkyLead and other ventures

AWARDS & CERTIFICATIONS

Eagle Scout, Boy Scouts of America (Troop 544)

National Youth Leadership Training
Order of the Arrow (Boy Scouts Honor Society)

Business Honors Society Member