

I have keen interest to work with a brilliant mind for obtaining a challenging position to utilize my skills and tribute to the fullest potential so that I can utilize my extensive experience.

EDUCATION

Creative Problem Solving

an online non-credit course authorized by University Of Minnesota and offered through Coursera.

06/2020

BS-Accountancy, Management and Law Institute of Business Management (IoBM)

09/2015 - 08/2019

CGPA 2.84

Intermediate

Tabani's School of Accountancy

05/2013 - 07/2015

Grade A

WORK EXPERIENCE

Affiliate Marketing Executive Artimization

09/2020 - Present

- Digital Marketing Agency

Achievements/Tasks

- Planning, developing and executing marketing strategies that support and recruit new affiliates.
- Research on potential affiliate partners.
- Monitor affiliate activity, analyze performance, identify areas of improvement, and recommend ways to increase affiliate performance.
- On page SEO analysis.

Business, Operations and Marketing Internship Experience Bright Network

08/2020 - 08/2020

Achievements/Tasks

- Took part in skill sessions with major organizations including; Google, Procter and Gamble, GSK, Marks & Spencer's and Enterprise.
- Worked on real world business case for the expansion of Enterprise - rent a car UK in Coventry.

Operations Officer UBL funds manager

09/2019 - 01/2020

Achievements/Tasks

- Account & KYC Review for suspicious transaction provided by State Bank of Pakistan.
- Maintain current working knowledge of AML and CFT and related anti-money laundering laws and regulations.
- Analyze and evaluate data from mew and existing operational processes that supports AML KYC policies and controls.
- Developed a database on excel for various accounts.
- Maintaining complete MIS of different assignments.

SOFT SKILLS

Written and verbal communication skills.

A passionate team player

Leadership

Good interpersonal skills

PROJECTS/ REPORTS

-Carried out an extensive marketing project on P&G's product on "Head & Shoulders"

-Created business finance report on "Unilever" along with financial ratios.

-Drafted an ERP report through interviews with management on CIVIL AVIATION AUTHORITY-CAA

- Published on Research Gate

-Made a detailed research on "Un ethical behavior in Construction industry of Pakistan"

-Made a detailed research on "Comparison of mindsets between parents and children on education, lifestyle & rule of living"

- Published on Research Gate

Made a comprehensive HR research on topic "Impact of leader's arrogance on subordinate relationship" and "Performance Appraisal"

- Published on Research Gate

CERTIFICATES

Creative Problem Solving (01/2020)

University of Minnesota (Course era)

LANGUAGES

Urdu

Native or Bilingual Proficiency

English

Full Professional Proficiency

French (Basic)

Elementary Proficiency

COMPUTER SKILLS

Ms Word

Ms Excel

Ahref