

The Manager,
Human Resource Department,

Karachi

Dear Sir,

I am a highly professionally qualified person with deep understanding of banking laws & practices having experiences of work with a reputed banking organization. I am looking for a suitable job of your valued company. I am qualified as **MBA** (Marketing) with CGPA 2.9 and received equivalence certificate of **M.Phil.** from HEC and Iqra University. I have also qualified as **BBA** in Marketing with CGPA 3.34 from Jinnah University for Women in 2012.

I had worked at Bank AL-Habib Ltd since March 2015 till Dec 2017 as “Customer Care Officer” in ADC department and responsible for maintaining excellent customer care services in accordance with the applicable banking standards. I was responsible for the staff training, motivation, counseling and personnel development to enhance efficiency in their work. Also, responsible for the settlement and reconciliation of Merchant and Corporate Accounts. Had proven track record of excellent performance, team management and able to manage multiple deadlines and comfortable with demanding time constraints. I had worked at Digitonics Labs (Pvt) Ltd since January 2018 till July 2019, as an Assistant Manager in Academic and Research writing in Project Design Development Division. I wrote academic content of international clients related to researches, articles, assignments and projects.

Currently I am working with Abtach Ltd since July 2019 till now, where I writes creative content including book writing, blogs, articles, SEO writing, guest posts, web content and forums on different topics.

In view of the foregoing, I would request you to please give me an opportunity to appear before you for an interview to enable me to prove my worth.

Yours faithfully,

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OBJECTIVE

To secure any responsible position in the competitive and challenging environment that enables me to effectively utilize my educational learning and professional skills for the growth of my career, which in turn, will contribute towards the growth of the organization.

ACADEMIC AND PROFESSIONAL QUALIFICATION

<u>QUALIFICATION</u>	<u>NAME OF INSTITUTE</u>	<u>MAJOR FIELD</u>	<u>YEAR</u>
MBA (Marketing) (Equivalent to M.Phil.)	Iqra University	MARKETING	2017
BBA (Hons.) Bachelors of Business Administration	Jinnah University for women, Nazimabad	MARKETING	2012
HSC (Intermediate)	Govt. Degree College for Women (Nazimabad).	PRE- ENGINEERING	2008
SSC (Matriculation)	New Jinnah Model Secondary School	SCIENCE	2006

PROFESSIONAL EXPERIENCE

Abtach Ltd (July 2019 – Present)

Manager:

- Write creative content including book writing, blogs, articles, SEO writing, guest posts, web content and forums on different topics.
- Communicate and cooperate with a writing team, including a content manager, editors, and web publishers.
- Helping create style guides or suggesting changes to ensure content is consistent and clear, also working with customers to define their content needs.
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content.

Freelancing Experience (2017 - Present)

- Doing Freelancing job to write the content of Articles, Academic writing and content creation of the projects and different assignment of the clients and organize writing schedules to complete drafts of content or finished projects within deadlines.

There are some areas of work includes:

- Human Resource Management, Finance and Accounting
- Hospitality Management and Nursing Management
- Socio Culture and Developing factors
- Business and Government laws
- Business Plan and Business Report to launch a new business in market
- Marketing (All fields)
- Technical Writing including, IT, global supply chain, manufacturing, engineering, statistics, mathematics and accounting.

DIGITONICS LABS (PVT) LTD (Jan 2018 – July 2019)

Assistant Manager:

- Worked as a Senior Executive Academic and Research writer in Project Design Development Division. Writing a content of international clients related to researches, articles, assignments and projects for all courses.
- Completed writing projects, met deadlines and followed content requirements in terms of style and project specifications
- Followed an editorial calendar, collaborated with other members of the content production team to ensure timely delivery of materials.
- Utilized industry best practices and familiarity with the organization's mission to inspire ideas and content.

BANK ALHABIB LIMITED (March 2015 - Dec 2017)

Customer Care Officer (OG III) Alternate Delivery Channel (ADC)

- Responsible for maintaining excellent customer service standards and customer satisfaction in accordance with banks policy. Provided product and service information, advice and relevant products and services to customers to increase their awareness and promote their usage.
- Supported inquiry via calls and email for their online banking of corporate and commercial customers. Cross sells and up sale product to our existing clients.
- Handled customer complaints and provide resolution in a given time frame. Assist the line manager to manage the workload during promotions.

- Electronic Banking Reconciliation of customer's accounts also dispute resolution and chargeback. Settlement and reconciliation of Merchants account.
- Floor Coordinate the accomplishment of staff training, motivation and counseling.

PERSONAL SKILLS AND EXPERTISE

- Self-confidence and Quick learner
- Creative and innovative
- Business Communication skills
- Excellent Managerial Capabilities
- Time management and multi-tasking
- CRM solutions
- Strong Interpersonal skills

LANGUAGES

Urdu & English.