

Arslan Kami

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Academic Qualification

Year	Program/Subject	Institute	GPA/Grades
2022	BBA (Marketing)	Institute of Business Administration (IBA)	3.57/4.00
2018	IGCSE O/A Levels	PISJ-ES (Jeddah, Saudi Arabia)	1A*, 5A, 3B

Work Experience

Dawaai (Pvt.) Ltd: Experiential Learning Project

Jan 2022 - Present

- **Optimized** the Acquisition and Activation growth funnels and achieved a conversion rate of 7.9% and 4.1% respectively.
- **Enhanced** app experience by adding voucher icons and changing UI/UX of the app at Checkout stage to improve Complete Purchase drop off.
- **Mapped** out the inventories and price points of all major online pharma e-retailers through Parsehub data extraction and optimized the sales forecasting and price setting for Dawaai.
- **Conducted** field research for B2B vertical of Dawaai and brought consumer insights that were incorporated in the online Sales Book feature on the app for retail pharmacies.
- **Automated** the voucher value decision for future growth experiments on the basis of customer lifetime value and cost per acquisition for any user cohort.

PEL: Project based marketing intern

Jun 2021 – Jul 2021

- Formulated a business and marketing strategy for a new PEL glass door refrigerator category by identifying market problems, existing USP's and possible new USP's.

Kicksat Preparations: Lead social media content writer and marketing intern

Jun 2020 – Aug 2020

- Designed and promoted 7 social media posts resulting in an increase in followers by approximately 8% on Facebook and resulting in Rs. 37,000 increased income.

SCOOT: Operations intern

Jan 2020 – Mar 2020

- Prepared a schedule for every operation intern in accordance with their university course schedule and helped with day-to-day operations.

Major Reports/Research Work/Projects

Washington Property Price Prediction; Backward Stepwise Regression Model

- Developed the Regression Model for property prices across 77 zip codes of Washington state and identified 35 new variables by finding out variable importance in RStudio and improving the overall prediction model.

Brand Management: National Foods Limited and the Spice Market

- Conducted retail audits at 20 MT stores and 3 traditional markets to analyze the open spices category and optimized the retail presence of NFL at major IMTs and LMTs in Karachi. Developed a Fighter Brand Strategy for NFL to expand into the mid-tier segment of plain spices.

Social Media Marketing Strategy: Tabiyat

- Coordinated social media strategy development and execution across channels for community growth, improving brand sentiment and building relationship with target audience achieving a reach of 14600+ and an engagement of 700+.

Interests and Extracurricular Activities

- Exploring and learning about different cultures through travel
- Going to the gym to stay in shape and motivated
- Reading to distress & improve my writing skills

Skills/Tools

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|---------------|------------|--------------------|---------------|
| • A/B Testing | • SQL | • R-Studio | • Trello |
| • Wishpond | • Mixpanel | • SPSS | • NVivo |
| • Jira | • Parsehub | • Google Analytics | • Mentions |
| • MoEngage | • SEMrush | • Kaggle | • Iconosquare |