

# Sameer Khojaye

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## PROFESSIONAL SUMMARY

A high performing Banking professional with 4 years of working experience impacting positive outcomes through strategic thinking and simplifying business operations. Committed to continuous self-improvement to learn Marketing and Brand Management in a creative and stimulating work environment to contribute positively in team success.

## WORK HISTORY

### Bank Al Habib - Senior Operations Officers

Karachi Sindh, Pakistan 12/2020 - Current

- Led team of 4 staff members including to manage operational, sales and after sales services.
- Led the efforts to Achieved 88% of Conversion Rate of Customers to PSW platform.
- Resolved product issue through consumer testing to achieve 90-95% conversion rate of customers from OBDX Platform to updated App.
- Incentivized Customer to opt E-Statement Services achieving 66-65% results from 19% since joining.
- Achieved 96% success rate in securing customer Biometrics for 3 separate branches.
- Raising FE003 Queries to Other banks in cooperation with Banks Compliance Departments.

### Bank Al Habib - Graduate Trainee Officer

Karachi Sindh, Pakistan 09/2018 - 12/2020

- Led Digitization efforts and pushed ADCs services to existing client base incentivizing Corporate accounts to opt SMS and Net banking through Facilities in coordination with ADC Team, IT and CPU.
- Adherence of regulatory requirements & Close communication with other departments regarding AML/KYC, CRS & FATCA.
- Received Zonal and Area commendation for posing Newly Introduced Al-Habib Web Payment System to the current client base and facilitated customers.

## SKILLS

• Microsoft Office · MS Power Bi · SPSS · Data visualization ·  
• WordPress · Google Ads · Content Marketing · Documentation Review  
• Public speaking · Relationship Management · Customer Service ·  
• Google Analytics · Digital Marketing · Presentation skills ·

## EDUCATION

### Institute of

### Business Management

MBA: Marketing and Media

Management Expected in 06/2023

### University of Karachi

B.S(H) Marketing 03/2018

## WORK SHOPS AND CERTIFICATION

### Macquarie University

Data Analytics and Visualization  
Specialization

### Digital Marketing Institute

Digital Marketing Strategy and  
Planning Specialization

### University of Colorado Boulder

Advanced Business Analytics  
Specialization(ongoing)

### London Business School

Brand Management Alignment

### University of California

The Strategy of Content Marketing

### Digital Product Management

Specialization

University of Virginia(ongoing)

### Google

Digital Marketing & E-commerce  
Specialization

## INTERNSHIPS

### Aga Khan University

Hr intern 01/2018 - 04/2018

### Master Apollo Motors

Marketing Intern 06/2017 -  
08/2017