



## Syeda Wishma Zaidi

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### EDUCATION

#### Information Technology University

2019 – 2023

BS in Economics and Data Science

**Major in Economics**

**Minor in Data Science**

**Relevant Courses:** Econometrics, Advance Econometrics, Development Economics, Financial Economics, Statistics, Calculus, Research Methods, Public Finance, Issues in World Economy, International Political Economy, Regional and International Security, Institutions Violence and Development, Trade in global Economy, Institutional Economics, Data Structures and Algorithm, Data Mining.

#### KIPS college

2017 – 2019

FSc. Pre engineering

### EXPERIENCE

#### Berks Insulation

June 2023 – currently working

Sales Lead

As a CSR, I am responsible for driving sales growth by proactively reaching out to prospective and existing customers to promote products and services. My primary goal is to collaborate with the sales team to strategize and execute sales plans effectively. I play a pivotal role in expanding the customer base and achieving sales targets.

#### 360 Synergy Tech

May 2023 – February 2024

Business Development Executive

As a Business Development Executive, I am working for better brand recognition and their financial growth. My primary role is to drive growth and expand the business by identifying and pursuing new opportunities. My job duties include identifying potential clients on multiple platforms, developing and maintaining client relationships, developing mutually beneficial proposals, keeping detailed records of sales activities and customer interactions.

Associate Telesales Executive

July 2022 – April 2023

The job mainly included cold-calling and running email and SMS campaigns. My role was to support the sales team by generating leads over the call. This role offered a valuable opportunity to develop your sales skills. I had successfully completed multiple trainings for developing my sales and communication skills.

#### OneOptim

February 2023 – May 2023

Business Development Intern

The internship duration included different insightful training sessions mainly Lemlist Cold Outreach Master class. My role included market research to stay up-to-date with industry trends, product updates, and competitive offerings.

**Careem**

November 2022 – December 2022

Corporate Sales Coordinator

I was responsible for managing corporate rides and verifying their invoices. Handling multiple rides at a time helped me improving my management and pressure handling skills

**Dynatuners**

October 2021 – June 2022

Sales Intern

Initially a training on Lead Generation, SQL, MQL, Sales process, Buyer Personas, SAAS Blue Print and Customer Journey Map was given. After the one month training, successfully compiled 2000 leads using the platforms of LinkedIn, Indeed, and Dice. Lead a team of Interns to write and design the Sales play book for the company to automate the sales process.

**Kamyab Jawan Program**

May 2021- August 2021

Social Media Marketing Intern

I was responsible for the social media Ad campaign on various platform (Facebook, LinkedIn, Instagram). My major duties were to effectively use SEO techniques to bring the maximum engagement on posts and reach the KPIs. I handled the data management so that the stats of the posts were kept in an excel file to keep a regular check on social media engagement.

**World Health Organization**

Enumerator

December 2020 - January 2021

The job was to collect micro data from slum areas to research their economic condition and to see the impact of COVID-19 on the economic condition of Lahore. The job was mainly a field research to highlight the economic condition of the slum areas. The job role includes handing the communication with enumerator team and field coordinator and data management to make sure the research process runs smoothly.

**SAT Trainer**

2018 - April 2020

SAT is one of the basic personality test used by most colleges for admission decision. Due to limited market completion available I took the opportunity to teach SAT (Maths and English) to high school students. Other than teaching I also did counselling for students to help them college shortlisting process and additionally to train them so that they could perform better in their practical lives.

**PROJECTS**

- Research Projects
  - Impacts of Covid-19 on Macroeconomics of Pakistan
  - Inclusive Growth and Women Participation in the Financial Sector: A Case Study of Pakistan
  - Challenges to e-learning during Covid-19. Will Pakistan be able to achieve ICT-based education?
  - Keynesian vs Monetarist viewpoint on Inflation: An empirical analysis of European Countries
- Database Project
  - Made the database model for a Departmental Store

**TECHNICAL SKILLS AND EXPERIENCE**

- Experience in Stata and Eviews
- Proficient in Microsoft Word, PowerPoint and Excel
- RDBMS (RDBMS (Relation Database ManagementSystem) - Microsoft SQL Server

## **SOFT SKILLS**

- Networking
- Negotiation
- Adaptability

## **INTERESTS**

- Public Speaking
- Professional Development
- Travelling

## **EXTRA CURRICULAR**

- Director of Media Relations, Society of Young Peace and Development Corps at ITU
- Director of Social Media Marketing, Society of Aggregates and Economics at ITU
- Core Team Member of External Affairs, Google Developers
- Social Media Handler, Stacks Pakistan in collaboration with Devsinc
- Event Management, Hult Prize, ITU
- Event Management, Afkar-e-taza
- Event Management, Cosmic Perspective
- Participant of Space week at Institution of Space Technology, Islamabad