

EDUCATION

Forman Christian College:

2021-2024

BSc. (Honors) in Operations Management (CGPA: 3.6/4.0) – Rector's List

Relevant Course(s): Project Management, Operational Efficiency, Business Law, Entrepreneurship, Marketing and Selling, Total Quality Management, Business Strategy, Analysis of Institution, Management Information System

PROFESSIONAL EXPERIENCE

Tkxel | Software Development | Operations Intern

July 2024 – Present

- Supervising the Procurement for Key Assets helping Company save **10%** in expenditure.
- Increased Operational Efficiency by **5%** through removing existing bottlenecks within Supply Chain.

Forman Christian College | Education | Class Representative

June 2023 – June 2024

- Prepared lecture slides, assignments, and tutorials assisting a batch of **250 students**.
- Graded quizzes and exams to **assist the instructor** throughout the semester.

Bazaar Technologies | B2B E-Commerce | Category Management Intern

June 2023 – July 2023

- Developed the Home Care Category by increasing category assortment by **5%** through induction of local products.
- Initiated and headed the launch of Private Label in the category to help earn incremental margin of **7%**.

Pakistan Telecommunication Company | Telecommunications | Marketing Intern

July 2022 – August 2022

- Increased PTCL's reach by **20%** across all social assets thereby increasing brand equity in the digital scape.
- Strengthened relationships with Cross-Functional stakeholders for seamless execution of campaigns in an efficient manner.

Nestle | Food & Beverage | Supply Chain Management Intern

August 2021 – September 2021

- Increased average labor productivity by **40%** by creating an efficient model for supply chain operations at Sheikhpura factory.
- Conducted physical audits and ensured compliance of SOPs of Supply Chain by up to **95%**.

Habib Bank Limited | Financial Services | Finance Intern

June 2021 – July 2021

- Analyzed financial spreadsheets and ratios of prospective clients to gauge the credit risks associated with lending to them.
- Exceeded the target of submitting **five risk analysis reports** while working with senior management at the bank.

PROJECT

Sky Electric | Solar Energy Providers | Digital Marketing Campaign

December 2022 – January 2023

- Led digital marketing campaign to enhance brand visibility and attract target audiences through ad-making and brochure creation.
- Leveraged digital marketing strategies and platforms to create compelling advertisements and engaging brochures, effectively reaching desired market segments.

EXTRACURRICULAR ACTIVITIES

- Treasurer** (Executive Council) for Forman Photography Society
- Director Management** for ACM (CS) Society
- Director Security** for LUCUS Economics Society

June 2023 – June 2024

October 2023 – May 2024

September 2022 – May 2023

AWARDS AND HONORS

- Placed on **Rector's List** for the Academic Year
- Bronze Medalist** in O Levels

June 2024

June 2018

ADDITIONAL SKILLS

- Proficient at using Microsoft Office Suite, Canva, Zoom, Trello, and MIS Digital Marketing.
- Adept at speaking and writing multiple languages: English, Urdu, Punjabi, German (Basic), Chinese (Basic).
- Good at comprehensive Market Research and Analysis.