

SAIMA AKRAM

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Nationality: Pakistani

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Objective: Looking for a fulfilling Job opportunity where I can effectively utilize & explore my learning skills, talent, experience and feel challenged professionally.

Target fields: Seeking a position in a challenging field with having experience & expertise in *Marketing, Research, Finance & strategic Management* with possibly an international perspective.

Experience:

Avenues Internationals (Lahore, Pakistan)

Marketing Research Analyst | FROM DEC 2018 to FEB 2021

Identifying the objective of an assigned marketing research project; determines the best methods to use to meet those objectives. Drafting of questionnaires, polls, surveys, and other data collection resources. Researching and compiling of data related to current product market, customer demographics and interest, and factors influencing service demand; analyzes results to identify ways of maximizing promotion. Identifying potential new additional value added services or markets through research. Forecasting and tracking industry marketing and sales trends based on collected data. Delivers reports and presentations of findings to focal persons. Performs other related duties as assigned.

Infinal Technologies (FAISALABAD, Pakistan)

Market Researcher | FROM OCT 2016 To Sep 2018

Consult clients about objectives and requirements of projects. Formulate a plan and present it to senior management by doing quantitative or qualitative research. Analyze and interpret data to identify patterns and solutions, including surveys and interviews. Remain fully informed on market trends, other parties researches and implement best practices Perform other tasks as assigned.

Education

MBA (*Marketing*) | 2016 | University of Agriculture Faisalabad

Bachelors in Commerce | 2012 | University of Punjab

International Research Publications

Factors influencing effectiveness of Celebrity Endorsements in Advertising

(British Journal of Marketing Studies Vol.5, No.1, pp. 1-16, January 2017)

Impact of Foreign Remittances on financial development of Pakistan

(American Scientific Research Journal for Engineering, Technology and Sciences)

Trainings and Achievements

| *Logistics and supply chain management (UAF Alumni) (December 2016)*

Research and business Development (UAF Alumni) (February 2017)

IELTS by British council (June 2019)

Online Certification in “Market Research and consumer behavior” (November 2017)

| *Online Certification in “Strategic Management and innovation strategy” (June2017)*

| *Attended various workshops & trainings on “Direct sales & Network Marketing” by TIENS.*

| *Certificate of “English Proficiency” by University of Agriculture Faisalabad (2016)*

Skills & Abilities:

- *Experienced at handling MS office (letters, memos, applications, proposals, & presentations), Emails & other office related work. Ability to plan & manage events effectively. Strong communications skills & expertise at handling internal & external communication.*
- *Experienced in leadership management but believes in team work, a goal-oriented individual with good conflict resolving, planning, analysis & decision-making skills. A fast thinker with multi-tasking skills & strong communication & negotiation skills.*
- *Professionally dedicated, and good managerial skills with ability to manage official tasks even in pressurized situations. Believes on Hard work as well as smart work.*
- *Have good grasp on Written and verbal communication with excellent presentation skills and effective learning ability.*

Languages:

*IELTS by **British council** (June 2019)*

*Have excellent & advance working knowledge of **English**.*

***Urdu** is my native language and have Basic knowledge of **Arabic**.*

References:

Will be furnished on demand