

## Education

**Lahore University of Management Sciences** **CGPA: 3.64** (August 2019 - August 2023)

**Major:** BSc. Accounting & Finance | **Minor:** Computer Science

**Erasmus+ Exchange Student** (Koç Üniversitesi ( **Rank 1** ), Turkey, **Fully Funded by EU**) (February 2022 - June 2022)

ACCA 11 papers appear in the remaining 2

### HONOURS & CERTIFICATES :

- Won **ACCA's National Prize** for the "Strategic Business Leadership" exam in January 2022.
- **Graduated with Distinction** and placed in the Deans Honor List for consecutive years.

## Professional Experience

**Abacus Global - Business Development Executive (International)** (Sept2023 - Present)

- Did customer outreach for the **outsourcing** and **Antlere** products through **Upwork, fiver, LinkedIn** and **Instagram** by planning an elaborate and **data-centralized** plan.
- Arranged meetings leading to **24+** meetings and Sales of **\$2500** monthly.
- Planned data analysis strategies to optimize outreach and application strategy saving **\$250+ per week**.

**CardPay - Co-founder** (Feb 2022 - September 2023)

- Devised a whole system where **students can pay using their university cards** targeting **10,000** users
- Planned marketing and video teasers resulting in **1500+ signups** accelerating to **Rs. 2+ million** transactions.
- Crafted an extensive **financial model** and **business summary** for the company with a valuation of **\$24.5 million**

**Neonage.pk - Co-founder (Customer Advocate)** (July 2022-September 2023)

- Efficiently handled supply chain, fostering **vendor relationships** saving **Rs. 550,000** reducing costs.
- Generated **Rs. 430,000** in sales within **four months**, mastering **Photoshop** for customer designs and implementing effective customer management for **100+ orders**, including delivery and finances.

**Ibrahim Fibres - Marketing & Finance** (January 2022 - February 2022)

- Handled daily cost sheets and Communicated daily production schedules and budgets of **4500+** bags per day
- Concluded deals with **50+** clients amounting to sales of **PKR 15,000,000**.

## RESEARCH & PROJECTS

**Sales head - Crew Project (MKTG course)**

- Launched a clothing startup as project with a team of **60**. Secured **10+** vendors for clothes, and packaging.
- Effectively sold to **150+ customers** with **30** being recurring. Gross profit was at **30%**

**Council Portal & FutCoinSpot.com - Student Portal and E-commerce site Programming**

- Developed a comprehensive Student Council portal and E-commerce using the **Next.js framework** with **Firestore** for the Cloud Services leading to **20%** reduced wrongly addressed concerns.
- Implemented robust security features, including a **secure sign-in** method and **communication tracking** mechanisms resulting in a reduction of response time by **5.6 hours**.
- Integrated **stripe Payment** gateway and **transaction functions** through Backend.

**Deviation of theory from the reality of Life Insurance during COVID - Directed Course work with Dr. Ummad Mazhar**

- Researched COVID-19's impact on insurance, focusing on heightened demand for life insurance. Used **regression analysis** to compare actual premiums and benefits to projections, revealing changes during the pandemic.
- Found a **\$7.9 billion decrease** in premiums versus a projected **17.33 billion decrease**, with a **9.43 billion gap** due to shifts in consumer behaviour, economic challenges, industry actions, and market instability.

## LEADERSHIP & EXTRACURRICULARS

**LUMS Society of Professional Accountancy - President** (September 2022 - May 2023)

- Managed a whole team of **70+ members** and introduced **5 new events** with **15+ panel talks**
- Got in touch and invited esteemed guests such as **Tabish Hashmi**, the **CFA Society President** to LUMS and **20+ guests** for student enrichment
- Contacted multiple companies and centers such as **NIC** to arrange **25+ internships** for society members

## Other Skills and Proficiencies

**Technical Skills:** Python, C++, Excel, R Studio, Firebase, React, Next Js, Flutter, Photoshop, Illustrations, JSX.

**Soft Skills:** Communication, Team Management, Training, Delegation, Leadership, Strong Work Ethics, Sales