

## Muhammad Asif

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### Education

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2020	<b>BSc (Hons) Business (Operations Management)</b> Forman Christian College (FCCU), Lahore Graduated (CGPA <b>3.30</b> )
2015	<b>FSc. Pre-Engineering</b> Ali Trust College, Islamabad

### Professional Experience

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April	2021	<b>Sales Executive</b> LAAM/Sucsel <ul style="list-style-type: none"><li>Managing vendor e-commerce accounts to deliver growth by planning and executing sales, products, pricing, promotions, and payments</li><li>Communicating with and presenting to clients regularly as their account executive</li><li>Converting potential leads and pending payments into product sales</li><li>Ensuring professional customer support and satisfaction on all social media pages</li></ul>
Nov	2020	<b>Associate Marketing and Business development</b> Zahir Group of Technologies <ul style="list-style-type: none"><li>Lead business development for recently established employment portal</li><li>Developed and implementing HR strategies aligned with the overall business strategy</li><li>Created a database of over <b>1000</b> Job Seekers signed up to the website</li><li>Facilitated signups for the website, converted <b>500</b> cold leads into warm leads</li><li>Handled social media queries, responding to messages/comments</li><li>Managed effective correspondence with local and international clients</li><li>Supported current and future business needs through the development, engagement, motivation, and preservation of human capital</li></ul>
Jan	2020	<b>Sales Executive</b> EFU Life Assurance Ltd. <ul style="list-style-type: none"><li>Developed and executed customer plans to increase sales</li><li>Coordinated and arranged meetings between clients and Manager</li></ul> <b>Resident Assistant</b> Residential Life Office, Forman Christian College, Lahore <ul style="list-style-type: none"><li>Assisted Hostel Guardian in managing hostel events, leave applications, organization, record keeping of over 141 students</li><li>Monitored the overall maintenance of Hostel facilities and discipline</li><li>Interviewed and selected students for Hostel Allotments</li></ul>
May	19	<b>Marketing Intern</b> Door of Awareness, Model Town Lahore <ul style="list-style-type: none"><li>Coordinated and Marketed the Annual Fund-Raising Dinner</li><li>Designed logos and flyers for the various fund-raising event</li></ul>

### Projects and Final Papers

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- Effectiveness of teams and groups in an organization
- Financial analysis of the Fatima Fertilizers Companies Limited
- Studied, researched the MIS system of FCCU security
- Developed and executed a business plan for a Café
- Conceptualized a Total Quality Management System (TQM) for Hospitals

### Awards & Achievements

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2015	Served as a College Prefect
2011	Won merit Scholarship for being in top 100 students at Federal Directorate of Education (FDE), Islamabad
2015-19	Awarded 30% Merit Scholarship at FCCU for undergraduate studies

## **Co-Curricular Activities**

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- 2012                      Won FBISE Intercollegiate Cricket Championship for 3 Consecutive Years 2019  
Awarded 2 Gold Medals on winning Interuniversity Cricket Tournaments
- 2018                      Served in logistic Team of FCCU Business Society (Leadership Forum)

## **Skills & Interests**

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- MS Word, Excel, PowerPoint, Business Development, Coordination
- Languages: Punjabi, Saraiki, English, and Urdu