

## **Attiqua Iftikhar**

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### **CAREER OBJECTIVE**

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**To pursue a career in reputable, dynamic, and growth-oriented and organization that provides opportunities for growth and development.**



- Work as a “**OPERATION & TRADE PERSON**” in TRADE Department **OCEANIC STAR LINE** from FEB 2021.
  - Documentation filing (taking care of timely acts).
  - Inspect timely slot remittances.
  - Quick responsive to customers to provide relevant information.
  - Must be familiar of maximum operational issues including exceptional problems at destination. And be smart enough to resolve them.
  - Dealing with Lines and Carriers.
  - May also be required to act as a member of an emergency answerable team.
  - Capable of data maintaining in a clear and structured way.
  - Answerable to customer’s, Line’s & Agent’s email.

## **Balibaba**

- Work as a “**Digital Marketing Executive**” in Marketing Department **Balibaba** from SEP2020 to JAN 2021 (project based).
  - Handle 2 projects Balibaba.pk (Ecommerce) and Balibaba Groceries (OnlineGrocery Store).
  - Creating strategies to increase online traffic to the organization’s website
  - Taking care of everything from SEO, SEM to Social Media Marketing
  - Creating Social Media Marketing strategies to create a brand name in social media and raise awareness
  - Improving the user experience on the company’s website (Includes design,content, and usability)
  - Evaluating competitor’s Digital Marketing strategies and creating plans to overtake them.

## Curriculum Vitae

- Help to create content and work with graphic designer for post.
- Create report of SMM and Google Analytic of both sites.



- Work as a “**Digital Marketing Manager**” in Marketing Department **Captain Traders** From JUL 2019 to 20 SEP-2020.
  - Creating strategies to increase online traffic to the organization’s website
  - Tracking the conversions and improving the percentages and numbers
  - Taking care of everything from SEO, SEM to Social Media Marketing
  - Creating Social Media Marketing strategies to create a brand name in social media and raise awareness
  - Improving the user experience on the company’s website(Includes design,content, and usability)
  - Collecting and Evaluating customer feedback data
  - Evaluating competitor’s Digital Marketing strategies and creating plans to overtake them



- Work as a “**Business Development Manager**” in the Sales Department (Corporate Sector) **TCS Pvt Ltd** from MAY 2018 till JUN-2019.
  - Research customer business through different sales tools and priorities new and lost business opportunities and identify opportunities for retaining an existing customer.
  - Keep Updated with TCS's products and services to generate sales solutions that meet customer needs.
  - Contact customers and recover the invoice amount within agreed payment terms.
  - Contact customers to direct their business needs. sell additional products and services, and retain existing business.
  - Contact customers and introduce TCS's existing products.
  - Follow-up on sales leads reflecting in customer Relationship Management (CRM) system with sales staff to address customer needs and increase revenue.
  - Maintain Daily Sales Outstanding MIS.
  - Resolve customer issues and manage accounts.
  - Carry out other administrative as and when needed.

## Curriculum Vitae

- Work as a “**Tele Collection Executive**” Sales Department (Corporate Sector **TCS Pvt** Ltd from APR 2016.

- Monitor accounts to identify outstanding debts
- Investigate historical data for each debt or bill
- Find and contact clients to ask about their overdue payments
- Take actions to encourage timely debt payments
- Process payments and refunds
- Resolve billing and customer credit issues
- Update account status records and collection efforts
- Report on collection activity and accounts receivable status.
- Make credit and debit note as per requirement
- Collect customer payment cheque and forwarded to finance and makebookkeeping for payment clearness
- Bookkeeping customer’s TAX CHALLAN.
- Timely inform to Sales Team and Retail Staff regarding these issues
- Arrange and resolved customer physical verification regarding shipment delivery.
- Arrange customer pickup as per require
- Coordinate different department to resolve customer problem

- Worked as a” **Customer Service Officer**” in the Customer Service Department **TCSPvt. Ltd** from Oct 2015-2016

- Facilitate customer
- Launching complains to resolve problems
- Sometimes call made to couriers and customer to arrange rush delivery
- Tracking shipments both domestic and international
- Provide information to the customer regarding services and products
- Do work on different projects

- Worked as a” **Customer Service Representative**” in Customer Service Department **TCSPvt. Ltd** from 21 Oct 2014.

- Facilitate customer
- Launching complains to resolve problems
- Sending / Receiving e-mails.
- Resolve problems and customer issues through e-mails.
- Call made to customers regarding their issues.
- Tracking shipments both domestic and international
- Update customers new product and promotions
- Request as per customer requirement
- Coordinate with the different department for customer problem resolution
- Provide one window solution
- Direct deal with many customers for his queries



- Worked as a “Billing Officer” corporate sector in **FIBER LINK Pvt Ltd** from 2013-2014
  - Call to a customer for their invoice receiving.
  - Make customer invoices and print for displaced in hard form
  - Sending / Receiving e-mails from customers.
  - Correct invoices problems through e-mails and calls
  - Resolve customer query related to customer invoices.



- Worked as a “Travel Consultant ” Cash and Remember ship customer of **PIA AIRLINE** in **PIACC** from 2012- 2013
  - The answer to customer calls for tariff and different destination details.
  - Arrange customer direct and indirect customer reservation
  - Update the traveling details.
  - Coordinate with customers throw email, live chat, and email.
  - Launching complaints regarding customer inconvenience, foods, and customerlost begs.
  - Cancel customer tickets and reservation
  - Update customer ticket renewal.
  - Communicate with membership customer queries
  
- Worked as a “Teacher” in **New Rehbar-e-Taleem Sec. School** from 2011- 2012.

## **QUALIFICATION**

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- 📖 Applied for MS(Project Management)
- 📖 **MBA**(Marketing) from Muhammad Ali Jinnah University. (Advertising, ConsumerBehavior, Service Marketing, Brand & Public Relation)
- 📖 **BSc**(Science) from Karachi University (Statistic/Mathematics/Physics)
- 📖 **H.S.C** (Per-Engineering) from Karachi Board (mathematics/Physics/Chemistry)
- 📖 **S.S.C** (Science) from Karachi Board (Mathematics/Physics/Biology/Chemistry)

## **COMPUTER QUALIFICATION**

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- Window XP
- MS Office 2003, 2007
- Adobe Photoshop
- Video Editing
- Sound Editing
- Mat-lab
- Mini-Tab
- SPSS

## **PERSONAL INFORMATION**

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|----------------|---|--|
| Father's Name  | : | Iftikhar Ahmed   |
| Date of Birth  | : | 07 <sup>th</sup> Dec 1990  |
| CNIC           | : | 42201-8004113-4  |
| Marital Status | : | Single   |
| Place of Birth | : | Karachi, Pakistan  |
| Religion       | : | Islam  |
| E-mail         | : | <a href="mailto:aateqa.iftikhar@gmail.com">aateqa.iftikhar@gmail.com</a> |

## **CERTIFICATE:**

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- Digital Marketing from Digi skills
- WordPress from Digi skills
- SEO (Search Engine Optimization) from Digi skills
- Freelancing from Digi skills
- The fundamentals of Digital Marketing from Google Digital Garage.
- Introduction of Data Studio from Google Analytics Academy
- Computerized Accounting (Peachtree, Tally, and Advance Excel).
- Fire Fighter Training from PIA Contact Center.
- SABRE Training Course from PIA Contact Center
- Computer course MS OFFICE (Word/Excel/PowerPoint) from APWA

## **SKILLS & ACCOMPLISHMENT**

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-  MBA PROJECT: Make Company Logo
-  MBA PROJECT: BTL Activity for TELENOR, Standard Chartered Bank, Gul -Ahmed
-  MBA PROJECT: Make TV Ad for Telenor
-  MBA PROJECT: Re-launch KFC (Arabian RICE campaign)

## Curriculum Vitae

-  MBA PROJECT: Lunch new product with the idea of SNACKS ON WHEEL
-  MBA PROJECT: Make JINGLE for many products for CONSUMER BEHAVIOR
-  MBA PROJECT: Make PRESS Ads, RADIO and TVS for SCB, GUL AHMED, and DJUICE
-  Having a great experience in event organization in college and University.
-  Organize Events (Seminars Corporate Event for university, Birthday Parties & Picnic).
-  Got good performance award with hard work
-  Good relations with seniors and co-workers.
-  Good decision-making skills.
-  Having skills in customer services

## **LANGUAGES ABILITY**

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- English
- Urdu
- Punjabi