

Attiga Iftikhar

Address: House No. 53

Shah Faisal Colony No. 04,

KarachiCell No 03111288743

Email add aateqa.iftikhar@gmail.com

CAREER OBJECTIVE

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 toovertake them.

- 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.

- 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

- 📖 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

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

PERSONAL INFORMATION

Father's Name	:	Iftikhar Ahmed
Date of Birth	:	07 th Dec 1990
CNIC	:	42201-8004113-4
Marital Status	:	Single
Place of Birth	:	Karachi, Pakistan
Religion	:	Islam
E-mail	:	aateqa.iftikhar@gmail.com

CERTIFICATE:

- 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



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

- English
- Urdu
- Punjabi