

# Ayesha Mubeen

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Lahore, Pakistan

## Summary

A passionate and driven business administration graduate and CA inter student with a wealth of professional experiences in customer relations, lead generation, event management, ERP functional role, internal audit and sales. Adept at communication, negotiation, problem-solving, and data analysis. Ready to apply my skills and knowledge to support the vision and mission of a progressive organisation.

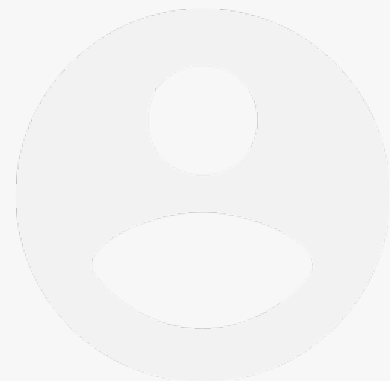
## Education

**Virtual University Of Pakistan**  
Bachelor in Business Administration  
(last semester)

**ICAP**  
CA-Inter ( Continue)

**Jinnah Islamia Girls College**  
F.Sc (Pre-Medical)

## Experience



## Skills

-MS Office -Odoo -  
Oracle EBS -Oracle  
Apex -Visio -VNC -  
Toad -SAP Business  
One -SAP S4HANA -  
Hubspot CRM  
software -Sales  
Navigator -LinkedIn  
Outreach -Email  
Marketing -Canva -  
Lightroom -Clickup  
-Apollo -Content  
Writing -ChatGPT

## Languages

English, Urdu,  
Punjabi

## Interest

-Chess -Drawing -  
Book Reading -  
Traveling -Macro  
Nature  
photography

### Programmers Force

#### Lead Generation Executive

- Generated high-quality leads and expanded customer base using HubSpot, Apollo, LinkedIn, Sales Navigator
- Researched market to identify prospects and target industries
- Drove inbound and outbound prospecting activities with lead generation strategies
- Qualified leads through effective communication and follow-up techniques
- Worked with sales and marketing teams to design and run targeted lead generation campaigns and optimize conversion rates
- Tracked and analyzed lead generation metrics and adjusted strategies accordingly
- Maintained database of leads and customer information in CRM system
- Stayed updated on industry trends, best practices, and technologies related to lead generation
- Reported on lead generation activities, performance, and progress towards goals

### Aura & Aroma

#### Event Coordinator

- Communication with Clients
- Generation of leads
- Designing Posts
- Costing of Events
- Execution of events

### Dawn Foods

#### Audit Internee

- Inventory Stock Count, Cash Count, Asset Stock Count
- Construction Papers Audit
- Reconciliation of Physical Stock with System Stock
- Report on Stock count
- Account Payable and Daybooks Checking

### Wilshire Group Of Companies

#### Functional Officer Internee - ERP & costing Department

- Provided User Support for Accounts -Receivable, Accounts Payable, Imprest Management, Fixed

Asset, General Ledger, System Security on Oracle software.

-Hands on experience of Accounting Software Odoo.

-Hands on experience of Toad Software.

-Designed Forms for new apex Software implementation.

-Performed testing of newly implemented apex software.

-Performed quality assurance testing of newly developed forms.

-Provided training to new employee of the same.

-Handled and resolved user queries related to software issues.

Acted as a liaison between users and software developers.

## **Punjab Group Of Colleges**

### **Paper Marking**

Checked and marked papers of Islamiyat, Urdu, English and Pakistan Studies

### **Tuition**

Home Tuition

## **Technical Skills**

### **Punjab University E-Rozgaar**

Digital Marketing And Content Writing

### **Extreme Commerce - SAMEDA**

Amazon Private Label