

AMJAD KARIM

CONTACT

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SKILLS

- Market Research
- Data Analysis
- Data Management
- Data Visualization
- Digital Marketing
- Marketing Management
- Project Management

SOFTWARE

- Office Pack
- SQL
- Power BI
- Tableau

CERTIFICATIONS

- HP Life – Data Science and Analytics Certification
- HP Life – Social Media Marketing Certification

HOBBIES & INTERESTS

- E-Sports, Football, Cricket
- Hiking
- Cooking and experimenting with recipes

LANGUAGES

English	<div></div>
Urdu / Hindi	<div></div>
French	<div></div>
Chinese	<div></div>

PROFILE

Experienced individual pursuing a Master's degree in Marketing with specialization in Digital and Data Analytics at Grenoble Ecole de Management, France. I am deeply passionate about leveraging data-driven insights to make informed decisions and drive business growth. With a strong academic foundation in analytical techniques and a fervent interest in exploring innovative solutions, I am eager to contribute to projects that require a blend of marketing, digital and data analysis expertise. Possessing excellent communication skills and a proactive attitude, I am committed to continuous learning and staying updated on emerging trends in both data analytics and digital marketing fields. I am excited about the opportunity to apply my skills and knowledge in a diverse range of projects while making meaningful contributions to the team. Available for a 6-month internship from April 2024.

EDUCATION

MSc Digital Marketing and Data Analytics (Grenoble, France)

2023-2025

Grenoble Ecole de Management (GEM)

- Currently, I am in the process of pursuing my Master's Degree in Digital Marketing and Data Analytics, a program designed to delve deeply into the dynamic realms of modern marketing strategies and data-driven decision-making.
- My ongoing pursuit of this degree reflects my dedication to staying abreast of industry trends and my commitment to enhancing my expertise in digital marketing and data analytics.

Bachelor's in Business Administration (Islamabad, Pakistan)

National University of Modern Languages (NUML)

- Earned a Bachelor's Degree in Business Administration with a concentration in marketing management following four years of intensive study, gaining expertise in areas such as brand management and marketing analytics.
- Through coursework focused on brand management, marketing analytics, and consumer psychology, I cultivated practical skills and theoretical knowledge vital for success in the dynamic field of marketing.

WORK EXPERIENCE

Area Manager (E-Commerce)

OLX PAKISTAN (Islamabad, Pakistan)

Dec 2022 - Aug 2023

- Developed and implement effective sales strategies to achieve revenue targets within the assigned area.
- Analysed market trends and customer needs to tailor strategies for optimal market penetration.
- Led and motivated the sales and marketing team to meet individual and collective performance goals.
- Used data-driven insights to adjust marketing tactics, identify opportunities, and address challenges in the local market.
- Achieved a 25% increase in sales within the assigned region by acquiring new clients and implementing upselling strategies to existing clients.

Key Account Manager

Leopards Courier Services (Islamabad, Pakistan)

May 2021 - Dec 2022

- Cultivated and nurtured strong relationships with key clients, understanding their needs, and ensuring satisfaction.
- Acted as the main point of contact, addressing inquiries, resolving issues, and ensuring a positive client experience.
- Worked closely with sales, marketing, and product teams to ensure a coordinated approach in serving key accounts.
- Successfully secured a million dollar contract with WHO for vaccine and hygiene products distribution to government hospital and schools across Pakistan.