

# AMJAD KARIM

## CONTACT

- +33 617077505
- amjad.karim@grenoble-em.com
- [www.linkedin.com/in/karim-amjad12](https://www.linkedin.com/in/karim-amjad12)
- <https://github.com/AmjadKarim96>

## 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 5-month internship from May 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

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

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.