

Curriculum Vitae

Muhammad Asad Zaheer

Data & Business Analytics | Business Development Specialist

Mob: +33 7 74 24 31 61 | **Email:** asadzaheer2246@gmail.com

LinkedIn: <https://www.linkedin.com/in/asahdzaheer>

Address: Rennes, 35000

QUALIFICATIONS

MSc in Data & Business Analytics

Sep 2024 - Continue

Rennes School of Business (**RSB**), Rennes, Brittany, France

Bachelor of Business Administration. (Marketing)

Sep 2018 – Sep 2022

Lahore Business School, University of Lahore (**UOL**), Lahore

WORK EXPERIENCE

UNI-GUIDE Consultancy Services Pvt. Ltd.

Mar 2023 – Sep 2024

Role: Branch Manager (Business Developer)

- Building and maintaining strong **client relationships**, ensuring exceptional **satisfaction** and addressing inquiries and concerns promptly.
- Enrolled **80+ students** all around the globe in prestigious universities.
- **Evaluation and assessment of student applications** to universities, ensuring compliance with admission requirements and offering personalized guidance
- Empowering students in making informed decisions about their educational and career paths through comprehensive **career counseling services**.
- **Cultivating strategic partnerships** with universities and colleges to expand opportunities and stay updated on admission requirements and programs
- **Mentoring a team of educational counselors**, providing training, guidance, and fostering a collaborative work environment.

EDUAX

Oct 2021 – Mar 2023

Role: Human Resource Coordinator

- Led a new **talent acquisition and recruitment** process
- Managed and administered **pre-employment assessments** of prospective candidates
- Assisted with new **employee onboarding** and orientation.
- Organized **hiring drives** for career opportunities in multiple universities i.e. Lahore School of Economics, University of Lahore & National University of Computer and Emerging Sciences – FAST.
- **Collected feedback** after final round interviews and put together comprehensive compensation packages for prospective hires.

Role: Study Abroad Consultant

- Counselling students in selecting an appropriate study abroad program consistent with academic requirements and objectives and **plan of study**.
 - Placed **30+ students** in foreign universities.
 - Acted as a medium between students and universities to **facilitate students** in their study abroad journey.
 - Produced written materials regarding **policies and procedures, program descriptions, financial aid, credit**
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transfer and academic considerations to provide helping data to interested student

ACADEMIC PROJECTS

NETSOL Growth Dynamics & Marketing Strategy (Course: Principles of Marketing)

- Domain Expertise | Ensure Service Levels | Pioneers in Global Asset and Leasing Industry
- Customer Based Brand Equity (CBBE) | Best shoring | Brand Awareness & Association
- Marketing Mix (4 Ps) | Influencing Factors in Operation (Internal & External) | Strategy during Pandemic
- E-HRM | Green HRM

Hair 360 Solution Media Campaign (Course: Media Marketing)

- ✓ Origin Story | Mission | Vision
- ✓ Price | Promotion | Placement | Product
- ✓ Challenging | Specific | Measurable | Achievable | Reliable | Time Limit (CSMART)
- ✓ An Eye on Competitor | Identify Gather Analyze & Using Data
- ✓ Social media | Communication | Local Events

SKILLS

- SQL Server 2016 (Beginner Level)
- Python
- Data Analyst
- Experience with data visualization (Power BI, Tableau, or Excel)

Language

REFERENCES

Shall be provided on request.
