M KASHIF KHAN

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**AREAS OF INTEREST**  
 Business systems, Management Information Systems Automation

**WORK EXPERIENCE**

**Snac Global – January 2016 to February 2016**

**Assistant Architect R&D**

* Fetching data from Google Analytics, Facebook and Google Adwords.
* Carry Out Analysis of Google Analytics Data, Facebook Data and Google Adwords Data.
* Analysis and Report Writing for Product Performance and Scorecard.
* Survey Design for the website and Analysis of Surveyed data along with final report.
* Trend Analysis and Forecasting.

**Herbion International – October 2014 to September 2015**

**Assistant Manager Marketing Analyst**

* Compile and collect, Marketing Expenses reporting, Forecasting, MR target and do Sales Analysis on Ex-distributor data of 14 locations of CIS (Russia, Armenia, Belarus, Kazakhstan, Kirgizstan, Moldova, Mongolia, Ukraine, Azerbaijan, Uzbekistan, Tajikistan, Turkmenistan, Georgia and PMR)
* Analyzing and documenting Marketing Representatives Targets v/s their last year performances,
* Coordinating with IT for the new system requirement by becoming a bridge between Marketing and IT

**OBS Pakistan (Pvt) ltd – January 2014 to October 2014**  
**Assistant Manager Distribution**

Ensuring timely submission of daily, weekly, monthly reports and Forecast, Ensuring timely response to the queries of the management, utilizing of U-track reports and submitting daily SPO Attendance Report to the management, completion of institutional order and sending daily to IMS for DSR reporting, quarter reconciliation for the incentive payout project, To satisfy my senior management with their sales and stock analysis and lastly working and preparation of materials / finished goods requirement in accordance with forecast.

**IMS Health Pakistan (Pvt.) Ltd. - July 2011 to January 2014**

**Data Management Analyst (GTSO).**

Responsible for developing and maintaining IMS Daily Sales Report (DSR) and Pharmacy Level Data (PLD) Software’s.

**HSBC Middle East Bank (Pvt.) Ltd. - Nov 2008 to Feb 2010**

**Application Developer (HK SHAH Contract) in IT Department.**

Responsible to manage and maintain Reinstatement Module for Credit Cards Department, Reversals for Operations Efficiency Management Unit for Credit Cards department, HSBC Classified Page for PFS Auto Loans (Intranet Portal), IT Inventory System and Outstanding Security Reports for Credit Operations

**EDUCATION**

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| --- | --- |
| **Qualifications** | **Institutions** |
| MBA- MIS | Karachi Institute of Economics and Technology (PAFKIET) |
| Bsc (hons) in Computing | Staffordshire UK (Distance Degree) |
| A Levels | The City School, PAF Chapter, Karachi |
| O Levels | The City School, Karachi |

**Technical Skills**

* SQL Server 2000 / 2005 / 2008 R2
* Simple Asp 2.0 for ASP version websites using Macromedia Dreamweaver
* Microsoft Excel (2007, 2010 and 2013) with ASAP Utilities
* Visual basic 6.0 Enterprise Edition
* IBM SPSS 23.0

 **REFERENCES:**

Will be furnished upon request.