

Arhum Saeed

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EDUCATION

Lahore School of Economics

2017 - 2022

BSc. (Hons.) Double Majors in Economics & Marketing

Lahore Grammar School Defence

2015 - 2017

A Level in Mathematics, Physics & Chemistry

PROFESSIONAL EXPERIENCES

E-Commerce Sales Associate | Dukan.pk

JULY 2022 – JANUARY 2023

- Responsible for the acquisition and onboarding of brands for Dukan's new premium offering – Red Carpet Service.
- Served as a Key Accounts Manager for eight out of nine brands that are onboard with Dukan's Red Carpet Service.

Merchant Acquisition Coordinator | Careem

MAY 2021 – SEPTEMBER 2021

- Responsible for merchant acquisition, account management support and expansion of the food vertical in Lahore.
- Helped Careem acquire **88** restaurants for their food vertical in a span of **2.5** months and achieved the highest number of acquisitions (**42**) amongst the sales team for the month of June 2021.

Sales Intern | Haleeb Foods Limited

JUNE 2020 – JULY 2020

- Responsible for conducting surveys and reviewing sales performance against their targets for Haleeb Butter.
- Worked under the business development team for the feasibility analysis of launching Haleeb Butter.

Marketing Intern | Rici Melion

JUNE 2019 – JULY 2019

- Responsible for planning all branding elements that are required to establish a new sub brand; "Bellucci".
- Devised branding strategies for the launch of Bellucci and oversaw community management for their social media accounts.

Social Media Representative | Dreamweaver Productions

FEBRUARY 2019 – APRIL 2019

- Responsible for social media promotions for 7UP Foodies Festival, one of the biggest food and music festivals of Pakistan.
- Managed, edited and published all of online content for social media for effective engagement online and to improve insights.

Assistant Manager (Internee) | Ufone

JUNE 2015 - AUGUST 2015

- Learnt sales monitoring software for franchises at Ufone's regional headquarters.
- Experienced first-hand dealing with customers and assisted with in-house operations under the guidance of the Franchise Operating Manager.

LEADERSHIP & EXTRACURRICULARS

Director Promotions | LGSMUN IX

SEPTEMBER 2016 – NOVEMBER 2016

A1 Representative | LGS Defence

JANUARY 2016 – DECEMBER 2016

General Secretary Debating Society | Beaconhouse Garden Town Lahore

SEPTEMBER 2014 – MARCH 2015

VOLUNTEER EXPERIENCE

Student Volunteer | SOS Children's Villages

JULY 2013 – AUGUST 2013

Member of the team for social work pertaining to tutoring sixth graders and devising extracurricular activities for them.

Intern | WWF Pakistan

JUNE 2012 – JULY 2012

Member of the team associated with initiating a tree plantation drive in Changa Manga forest in the outskirts of Lahore.

SKILLS & INTERESTS

Skills: Microsoft Office (Word, PowerPoint, Excel), Stata, Maple, Macromedia Dreamweaver, Meta Business Suite.

Interests: Football, Tennis, Cricket, Hiking, Travelling, Movies, TV Shows