



## Ashar Aziz

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### EDUCATION

**Lahore University of Management Sciences – BSc (Honors) Management Science (Aug 2020- Aug2024)**

**Relevant Courses:** Supply Chain and Logistics Management, Sales Force Management, Integrated Marketing Communications, Qualitative and Quantitative Research Methods, Human Resource Management, Decision Analysis, C++.

### WORK EXPERIENCE

**Finance intern - Askari Bank (June – Aug 2022)**

- Performed in-depth analysis of **10 major accounts** using **OBR** methodology, identifying risks, and predicting long-term success.
- Supported **refinancing efforts** for key clients, **facilitated negotiations** for profitable loan agreements.
- Assessed account history to determine **optimal financing limits** and evaluated overheads for profitability.

**Associate Sales Manager - Rafiq Electronics (June - Aug 2021)**

- Led a team of three in **a website redesign**, improving user interface and experience for increased customer satisfaction.
- Oversaw development of a user-friendly company website **in Sialkot**, established a strong online presence.
- Created **engaging social media posts** to drive website traffic and enhance brand visibility.

### EXTRA CURRICULAR ACTIVITIES

**Member Events- LUMS Community Service Society (Mar 2020-Apr 2021)**

- Organized **two events**, enhancing education and healthcare for over **20 students**.
- Devised and executed marketing strategies to **engage donors** and promote cause awareness.
- **Streamlined fundraising efforts** for classroom renovation, benefiting over **100 students' education**.

**Director Marketing- LUMS Religious Society (Jan 2021- May 2023)**

- Implemented **a systematic approach** to promote upcoming events, ensuring optimal engagement and attendance.
- Organized two premium events featuring renowned speakers, **Noman Ali Khan and Maulana Tariq Jameel**
- Pitched sponsorship with **PepsiCo, KFC**, and secured partnerships with **Ghurki Hospital and Urban Sole**.

### RESEARCH AND PROJECTS

**Sales Force Management (Muhammad Luqman Awan) (Jan-May 2022)**

- Conducted comprehensive interview with **PEL senior manager**, analyzing sales structure, motivations, recruitment, and compensation for potential improvements.
- Mapped **out sales structure**, clarifying roles and identifying areas for optimization within the organization.
- Proposed **strategic recommendations**: emphasizing innovation, product training, and differentiation strategies.

**Integrated Marketing Communications (Khawaja Zain) (Feb-Apr 2023)**

- Conducted market analysis to identify gaps and preferences for "**A laser gun for t-shirts**" using qualitative and quantitative research methods.
- Developed **strategic marketing plan**, including brand positioning, messaging, and promotions, to create awareness and generate customer interest.
- Devised **competitive pricing and optimized distribution** channels to maximize market reach.

### ADDITIONAL SKILLS

- MS Office (Word, Excel, PowerPoint), Linear Programming, C++, RStudio, SPSS, Canva