

## Abdullah

H-12, Islamabad, Pakistan

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### EDUCATION

#### National University of Sciences and Technology

BS. Accounting and Finance

Key Courses: *Financial Accounting and Reporting, Business Statistics, IT for Business, Audit and Assurance, Managerial and Financial Analysis, Cost and Management Accounting, Econometrics, Data Driven Marketing, Academic and Technical Writing, Entrepreneurship and Business Communication*

Sept 2022 – Jun 2026

CGPA: 3.5

### EXPERIENCE

#### CandyScape (Co-Founder)

Jan 2021 -- Present

- Ecommerce store aimed to develop first of its kind online **candy** and **gift** place for the Pakistani market
- Developed **go-to market strategy** and a **sustainable business model** ensuring exponential growth
- Provided a prompt **customer service** with regular communication ensuring a satisfactory experience
- Analyzed data to determine **target market**, identify **key selling SKUs** and evaluate **customer needs**
- Maintained **financial progress**, reconciled invoices and used auditing techniques to check leakages

#### ITCN Asia 2023 (Sales and Marketing Volunteer-Workshack Co-working space)

Feb 2023 -- Mar 2023

- **Formulated Sales and Marketing pitch** for the sales team to interact with potential clients
- Operated a Google form to gather Customer Data and familiarized the audience with QR code interactions.
- Designed tailored proposals for Potential Corporate Clients
- Collected Market **Feedback for Quality Assurance** and Forecasting
- Developed Contacts with Leading Tech related Companies present at the forum

#### National Literary Circle (Sponsorships Executive)

Feb 2023 -- Mar-2023

##### Project: National Literary Festival-2023

- Maintained **Trackers** for both Cold and Warm contacts to keep a follow up of **progress and negotiations**
- **Designed Sponsorships Proposals** in coordination with Media, Admin and Socials Team
- Set up **physical meetings with clients** to find common ground and lock deals
- Jointly raised above 1.5 Million Rupees and ensured **partnership requirements** were fulfilled during 3 days of the event
- Escorted guests from Partner Companies to stalls, branding spots and key note speaker sessions

#### NUST International Model United Nations (Secretariat Affairs Executive)

Oct 2022 -- Jan 2023

- Drafted code of ethics and equity policy to maintain decorum and discipline at the conference
- Designed **hypothetical crisis** for Pakistan National Assembly and National Crisis Cell
- Conducted workshop on "How to write Position Papers, **Working Papers and Draft Resolutions**"
- Trained Assistant Committee Directors in terms of moderating and running Committee Affairs

#### Women in Action'23 by AIESEC in NUST (Member External Relations)

Mar 2023 -- May 2023

- Drafted **Sponsorship Proposals**, cover letters and email invitations to reach out to important stakeholders
- Engaged with women leaders in entrepreneurship, self-defense and work-place safety
- Introduced AIESEC in corporate meetings, its **purpose and goals** to the local community

### LEADERSHIP AND EXTRA CURRICULAR

#### Maarifah Welfare (Founder)

Jan 2017 – Jan 2018

- Recruited a team of **15 members**, and also supervised **book distribution, ration drives and motivational sessions** at slums and orphanages
- Raised **PKR 150,000** through donations which were collected through banking channel and collection centers
- Collaborated with Beacon house Faisalabad Welfare Society to ensure **high standards and integrity** of the organization

#### Model United Nations-Multiple (Committee Director)

Aug 2016 -- Present

- Chaired 8 **Model UN Conferences** as per UNGA Rules of Procedure, moderating gatherings of **50+ student diplomats**

#### Beaconhouse Leadership Summit-2016 (Keynote Speaker)

Nov 2016 – Nov 2016

- Represented student body in a **panel discussion** on "Lifelong Learning" sharing youth's perspective on ways of learning

### PROJECTS

Financial Analysis of Leading Fertilizer Companies-Ratio Analysis, Statistical Comparison, Mergers and Acquisitions, Stock Valuation

Research Paper on Situation in Afghanistan: Post US Withdrawal-Highlighted Human Rights Violations and their fallouts

### SKILLS AND INTERESTS

Skills: Microsoft Office, Quickbooks, Google Sheets, Technical Writing, Financial Modelling, Fundamentals of Programming, Canva

Interests: Cricket, Politics, Public Speaking