

Omama Khan

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EDUCATION

- Bachelor of Science in Management Sciences, Ghulam Ishaq Khan Institute
- Majors: Supply Chain, Management

Expected Graduation: May 2025

WORK EXPERIENCES

AIESEC - OGT (Outgoing Global Talent) (Institutional Relations)

March 2023 - Present

- Analyzed and identified 50 potential opportunities for global talent exchanges, including internships and volunteer positions, by collaborating with Aiesec entities in the country, resulting in a 30% increase in cross-cultural exchanges and a 20% improvement in participant satisfaction.
- Streamlined communication and collaboration between Aiesec entities in different countries, resulting in a 25% increase in successful cross-border exchanges and a 15% improvement in participant satisfaction ratings.
- Delivered comprehensive support and guidance to outgoing global talent, resulting in a 40% decrease in exchange cancellations and a 25% increase in participant satisfaction ratings compared to the previous year.

Robust – Sponsor

Jan 2023 – Jan 2023

- Sponsored the health and wellness brand Robust at the Im-Sciences business fest, resulting in a 40% increase in brand awareness and a 15% uptick in sales for their healthy eating products.

Leadership and Entrepreneurial Society – Member

Oct 2021 - Present

- As a panel member for talent management during the fall recruitment, reviewed and evaluated over 100 applications, resulting in the selection of 15 highly competitive candidates.
- Successfully managed the Enovate case studies competition, overseeing a team of 20 volunteers and coordinating with 25 participating teams, resulting in a 25% increase in participant satisfaction and a 15%.
- Effectively managed the Society Fair
- Generated and managed social media content for LES social media platforms, resulting in a 25% increase in engagement and a 20% increase in followers over a 6-month period.
- Revamped the marketing strategy for drone robotics by incorporating FAQs which increased impressions across social media by 20%
- Revitalized the marketing strategy for STEAM MINDS, resulting in a 40% increase in program enrollment and a 30% increase in participant satisfaction compared to the previous year.
- Led the social media marketing efforts for Giki Stock Champs on behalf of INVESTORS LOUNGE, resulting in a 50% increase in online registrations and a 35% increase in social media followers during the campaign period.

Ete (Founder)

April 2021 – Present

- Managed and successfully hired 2 new team members, and implemented a new marketing strategy resulting in a 15% increase in sales.
- Generated 25% increase in sales through a social marketing campaign for the Labels Islamabad exhibition, resulting in a total of 55,000 in revenue.
- Implemented a successful festival marketing strategy at the Peshawar exhibition, resulting in a 30% increase in foot traffic and a 20% boost in sales compared to the previous year.

PROJECTS

Bank Of Punjab - semester project

- Conducted in-depth research on HR issues at Bank of Punjab, analyzing credible data and studying renowned techniques and methodologies to overcome HR crises.

Sapphire – Semester Project

- Conducted extensive research on the downfall of Sapphire Retail, identifying key loopholes and presenting data-backed

solutions.

CERTIFICATIONS

- Introduction to Corporate Finance (Coursera) (2/2023-03/2023)
- International Business (Coursera) (2/2023-03/2023)
- Creating GUIs with Python workshop (by Microsoft club) (3/2023)
- Face Detection with python workshop (by Microsoft club) (2/2023)

SKILLS & INTERESTS

Skills: (Intermediate) MS Office (Excel pivot tables) (MS Word & MS PowerPoint) (Beginner) Canva, Python, C++, QuickBooks

Interests: volunteering, swimming, self-care
