

# Aaiman Naeem

+49(0)15226168402 • aaiman.naeem@gmail.com • linkedin.com/in/aaimannaeem • 53113 Bonn

An outcome-oriented IT Professional with a strong bias for action, passionate about leveraging my analytical and data-driven skills to drive up company growth, and working across functions of strategy and business, having 2+ years of experience across diverse industries.

## EXPERIENCE

### Global Application Manager

Oct. 2024 – Present

*DHL*

*Bonn, Germany*

- Monitor global SAP systems to identify and resolve technical issues, ensuring smooth operations
- Research new SAP functionalities to support project initiatives and improve system performance
- Validate changes or updates in SAP systems to meet business requirements

### Global IT and Business Process Manager (Working Student)

Jul. 2022 – Sep. 2024

*Fresenius Kabi*

*Bad Homburg, Germany*

- Analyzed the performance of business processes and presented comprehensive reports against established KPIs
- Drafted detailed documentation and facilitated training sessions to support the adoption of new business processes
- Designed and executed internal strategies to enhance business domain capabilities and optimize operational processes
- Contributed to the implementation of a demand management project which focused on managing and forecasting demand effectively

### Internal Communications and Engagement Manager (Working Student)

Jan. 2022 – Jul. 2022

*Merck KGaA*

*Darmstadt, Germany*

- Designed and implemented dashboards to enable in-depth analysis and improve the performance of internal channel communications
- Re-strategized marketing and communication processes to enhance internal engagement and alignment
- Conducted detailed research analyses to develop innovative communication materials

### Marketing Intern

Jun. 2021 – Nov. 2021

*Xilium GmbH*

*Frankfurt, Germany*

- Analyzed marketing data and industry trends to strategize and position future marketing campaigns effectively
- Designed and maintained interactive dashboards to track and visualize the performance of online marketing campaigns
- Crafted high-quality country-specific content for social media platforms to enhance the company's visibility and engagement

### Graduate Student Researcher

May. 2021 – Dec. 2021

*Chair of Quantitative Marketing @ Goethe University*

*Frankfurt, Germany*

- Collected, processed, and analyzed consumer data to derive actionable insights for research projects in quantitative marketing
- Conducted research and developed scientific proposals to support ongoing projects
- Handled organizational activities at the chair

## SKILLS

<b>Application Stack:</b>	SAP, Jira, Confluence, ServiceNow, Celonis, Microsoft Office
<b>Process Management:</b>	Agile, Process Mining
<b>Data Stack:</b>	STATA, R, SQL, SPSS

## EDUCATION

### Goethe University

Frankfurt, Germany

*M.Sc. International Management*

*2020 – 2024*

### Lahore School of Economics

Lahore, Pakistan

*B.Sc. (Double Major) Economics & Marketing*

*2016 – 2020*

## CERTIFICATIONS

Business Analysis & Process Management Certification  
Google Analytics Certification  
Google Ads - Measurement Certification  
Honors Degree Program in Artificial Intelligence and Entrepreneurship

## PROJECTS

### Connection between Sponsorship Disclosure, Influencer Credibility and Consumer Purchase Intention

Aug. 2023

- 60% of respondents considered Sponsorship disclosure positively impacts influencer credibility and consumer purchase intention.

### Impact of Political Regimes on Economic Growth (B.Sc. Thesis)

Jun. 2020

- Based on historical data, it was proven that democratic regimes positively impact growth indicators.

## LANGUAGES

<b>English:</b>	Business Fluent
<b>German:</b>	Intermediate Proficiency