

Aaiman Naeem

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A customer-focused 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 (Working Student)

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

Business Process Analyst (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

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|----------------------------|--|
| Application Stack: | SAP, Jira, Confluence, ServiceNow, Celonis, Microsoft Office |
| Process Management: | Agile, Process Mining |
| Data Stack: | 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

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| English: | Business Fluent |
| German: | Intermediate Proficiency |