

Aaiman Naeem

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Independent, team oriented, and analytical person with experience in IT management and strategy development. Having a goal of leveraging my analytical and data driven approach to drive up company growth.

EXPERIENCE

Trainee <i>DHL</i> <ul style="list-style-type: none">Working as a Trainee @ DHL	Oct. 2024 – Present <i>Bonn, Germany</i>
Working Student in Global IT & Business Process Management <i>Fresenius Kabi</i> <ul style="list-style-type: none">Supported in development and implementation of the demand management project under IT digital transformation program for managing and forecasting demandsPresented reports on process performance analysis against established KPIsHandled extensive datasets to track and analyze business process performancesDeveloped internal strategies to expand business domain capabilities enabling an improvement in business processPrepared documentation and conducted trainings for new business processesCollaborated with cross functional teams to align processes with business objectives	Jul. 2022 – Sep. 2024 <i>Bad Homburg, Germany</i>
Working Student in Internal Communications and Social Engagement <i>Merck KGaA</i> <ul style="list-style-type: none">Enabled effective analysis and improvement in the performance of internal channel communication through creation of dashboardsRe-strategized marketing and communication process to bolster internal engagementConducted research analyses and conceptualized communication materials	Jan. 2022 – Jul. 2022 <i>Darmstadt, Germany</i>
Intern <i>Xilium GmbH</i> <ul style="list-style-type: none">Analyzed marketing data and industry trends for future positioning of marketing campaignsCreated dashboards to visualize and analyze the performance of the online campaignsCreated qualitative country specific content for social media to increase company's visibility	Jun. 2021 – Nov. 2021 <i>Frankfurt, Germany</i>
Student Assistant <i>Chair of Quantitative Marketing @ Goethe University</i> <ul style="list-style-type: none">Supported in data collection, processing, and analysis for research projects in the field of quantitative marketingConducted research analysis and prepared research proposals for the ongoing research projectsHandled organizational activities at the chair	May. 2020 – Dec. 2021 <i>Frankfurt, Germany</i>

SKILLS

Application Stack:	SAP, Jira, Confluence, Salesforce, Microsoft Office
Process Management:	Agile, Process Mining
Data Stack:	STATA, R, SQL, SPSS

EDUCATION

Goethe University <i>M.Sc. International Management</i>	Frankfurt, Germany 2020 – 2024
Lahore School of Economics <i>B.Sc. (Double Major) Economics & Marketing</i>	Lahore, Pakistan 2016 – 2020

CERTIFICATIONS

Google Analytics Certification
Business Analysis & Process Management Certification
Artificial Intelligence and Entrepreneurship Program 2022 – Honors Degree Program

PROJECTS

Connection between Sponsorship disclosure, Influencer credibility and Consumer purchase intention <ul style="list-style-type: none">60% of respondents considered Sponsorship disclosure positively impacts influencer credibility and consumer purchase intention.	Sep. 2024
Impact of Political regimes on Economic growth (B.Sc. Thesis) <ul style="list-style-type: none">Based on the historical data, it was proven that democratic regimes positively impacted growth indicators.	Jun. 2020

LANGUAGES

English:	Business Fluent
German:	Intermediate Proficiency