

Aaiman Naeem

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I am a results-driven IT professional with a strong bias for action, passionate about leveraging analytical and data-driven insights to drive business growth. With 2+ years of experience across diverse industries, I specialize in bridging the gap between technology, strategy, and business operations to deliver impactful solutions.

EXPERIENCE

Application Manager

DHL eCommerce

Oct. 2024 – Present

Bonn, Germany

- Optimized SAP system monitoring, reducing downtime by 15% through proactive issue resolution
- Conducted SAP research, implementing functionalities that enhanced system performance by 10%
- Validated system updates to ensure compliance with business requirements and operational efficiency

Global IT and Business Process Manager (Working Student)

Fresenius Kabi

Jul. 2022 – Sep. 2024

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)

Merck KGaA

Jan. 2022 – Jul. 2022

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

Xilium GmbH

Jun. 2021 – Nov. 2021

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

KEY SKILLS

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

EDUCATION

Goethe University

M.Sc. International Management

Frankfurt, Germany

2020 – 2024

Lahore School of Economics

B.Sc. (Double Major) Economics & Marketing

Lahore, Pakistan

2016 – 2020

CERTIFICATIONS

Product-led Certification
Product Management Basics Certification
Business Analysis & Process Management 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

English: Business Fluent
German: Intermediate Proficiency