

AAIMAN NAEEM



+49 15226168402 |



aaiman.naeem@gmail.com |



Friedrich-Wilhelm-von-Steuben-Straße 90 | 60488 Frankfurt



PERSONAL DATA

DATE OF BIRTH

27.10.1997

PLACE OF BIRTH

Lahore, Pakistan

EXPERTISE

- Microsoft Office (Excellent)
- SAP (Good)
- Process Mining (Excellent)
- JIRA (Good)
- STATA (Excellent)
- R (Good)

LANGUAGE

- English (Native)
- German (B1- Intermediate Level)
- Urdu (Native)

CAREER PROFILE

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.

WORK EXPERIENCE

Jul' 2022 – Present

Working Student – Global IT & Business Process Management

Fresenius Kabi | Bad Homburg, Germany

- Supported in development and implementation of the demand management project under IT digital transformation program for managing and forecasting demands
- Presented reports on process performance analysis against established KPIs
- Handled extensive datasets to track and analyze business process performances
- Developed internal strategies to expand business domain capabilities enabling an improvement in business process
- Prepared documentation and conducted trainings for new business processes
- Collaborated with cross functional teams to align processes with business objectives

Jan' 2022 – Jul' 2022

Working Student – Internal Communications and Social Engagement

Merck KGaA | Darmstadt, Germany

- Enabled effective analysis and improvement in the performance of internal channel communication through creation of dashboards
- Re-strategized marketing and communication process to bolster internal engagement
- Conducted research analyses and conceptualized communication materials

Jun' 2021 – Nov' 2021

Intern – Online Marketing

Xilium GmbH | Frankfurt, Germany

- Analyzed marketing data and industry trends for future positioning of marketing campaigns
- Created dashboards to visualize and analyze the performance of the online campaigns
- Created qualitative country specific content for social media to increase company's visibility

May' 2020 – Dec' 2021

Student Assistant – Quantitative Marketing Chair

Goethe University | Frankfurt, Germany

- Supported in data collection, processing, and analysis for research projects in the field of quantitative marketing
- Conducted research analysis and prepared research proposals for the ongoing research projects
- Handled organizational activities at the chair

I N T E R E S T S

- Cycling
- Pakistani Cooking
- Travelling

E D U C A T I O N

Nov' 2020 – May' 2024

Master of Science in International Management

Goethe Universität | Frankfurt am Main

Focus: Marketing Analytics, Fintech & AI & Mobile Business

Grade: 1.9 - Scale of 1.0 (highest) – 4.0 (lowest)

Thesis: "Connection between Sponsorship disclosure, Influencer creditability and Consumer purchase intention". The experimental survey revealed that almost 60% of respondents considered Sponsorship disclosure has positively impacted influencer credibility and consumer purchase intention

Aug' 2016 – Jun' 2020

B.Sc. (Double Major) Economics & Marketing

Lahore School of Economics | Lahore, Pakistan

Focus: Marketing Management, Advertising & Industrial Marketing

Final Grade: 3.93 - Scale of 4.0 (highest) – 1.0 (lowest)

Thesis: "Impact of Political regimes on Economic growth". Based on the historical data, it was proven that democratic regimes positively impacted growth indicators.

C E R T I F I C A T I O N S

Business Analysis & Process Management Certification

Coursera Project Network, Jan' 2024

Google Analytics Certification

Google, Jan' 2024

A C T I V I T I E S

Completed Artificial Intelligence and Entrepreneurship Program 2022 – Honors Degree Program (HDP)

Insights into the emerging innovation and entrepreneurship in FinTechs through integration of AI

Participated in the 7th entrepreneur exhibition 2019 organized by Lahore School Entrepreneurship & Business Society

Presented business idea of "Back to Barter" to the potential investors/judges