

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

Trainee in Global Application Management

Oct. 2024 – Present

DHL

Bonn, Germany

- Support in the implementation of the GRIP project in Malaysia
- Participate in troubleshooting system errors, bugs, and performance issues
- Validate changes or updates in SAP systems to meet business requirements

Working Student in Global IT & Business Process Management

Jul. 2022 – Sep. 2024

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
- Developed internal strategies to expand business domain capabilities enabling an improvement in business process
- Prepared documentation and conducted trainings for new business processes

Working Student in Internal Communications and Social Engagement

Jan. 2022 – Jul. 2022

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

Intern

Jun. 2021 – Nov. 2021

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

Student Assistant

May. 2020 – Dec. 2021

Chair of Quantitative Marketing @ 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

SKILLS

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

English: Business Fluent
German: Intermediate Proficiency