

Hamna Ghouri

Business Professional

Dynamic and results-oriented business professional with extensive experience in the telecom sector at Zong with a proven ability to leverage data insights and build cross-functional partnerships to enhance customer experiences and drive growth



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WORK EXPERIENCE

Executive VAS (Marketing)

Zong CMPAK Limited

06/2024 - Present

Achievements/Tasks

- Overseeing the complete value chain and performance management of Value Added Services (VAS) Products ensuring revenue growth, operational excellence and regulatory compliance
- Introduced VAS products to the larger customer base through retail channel as industry first initiative. Increased VAS revenue on retail channel to 1 million PKR within 6 months by launching initiatives for nurturing growth through trade letter on BVS, rural activations and retailer conventions
- Lead reporting and analysis for the VAS channel, generating actionable insights from performance data and presenting results to senior management for informed decision-making and strategy refinement
- Manage VAS partner payments, ensuring timely and accurate processing of payments and maintaining strong financial relationships with key partners. Oversee VAS contract management, ensuring 100% compliance with industry regulations

Executive Channel Planning & Acquisition (S&D)

Zong CMPAK Limited

12/2021 - 05/2024

Achievements/Tasks

- Set clear, achievable targets for sales channel to align them with organizational strategies to drive performance and meet key business objectives. Achieved growth of 14% on overall recharge for year 2023
- Conducted regular analyses to provide actionable insights for regional teams, identifying areas for improvement through analytical evaluation
- Executed recharge float management and forecasting strategies across regional, franchise, and retail levels through effective communication and adherence to engagement rules
- Streamlined project management for channel development through Zong Dost application for retail channel

Senior Officer, Mobile Number Portability MNP (S&D)

Zong CMPAK Limited

04/2018 - 11/2021

Achievements/Tasks

- Managed end to end product with respect to performance, analysis, ARPU and quality analysis through reporting, dashboards with actionable insights
- Managed end to end Channel promotions planning, launch, communication and ensured accurate disbursement of commission through real-time and offline systems
- Initiated the new developments of system with IT, PD to ensure the smooth continuity of business

SKILLS

Data Analysis & Insights

Planning & Forecasting

Stakeholder Management

Communication

Partner Management

Cross Functional Collaboration

Strategic Partnerships

EDUCATION

BS Economics & Finance

NUML, Islamabad

FSC (Pre-Engineering)

ICG F-6/2, Islamabad