



Asma Bilal

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I am a motivated professional with a strong interest in IT, Project Management, and Consulting. With a solid foundation in database management, technology integration, and business analysis, I enjoy solving problems and improving processes. I thrive in collaborative environments, leading teams toward shared goals while fostering growth. Passionate about combining technology with business impact, I aim to contribute to meaningful projects that drive innovation and sustainability in both academic and corporate settings.

Accomplishments

- Selected from a pool of 100+ candidates for the Organizational Leadership Program.
- Led a Vinnova-funded project that used advanced NLP techniques to streamline the requirements elicitation process, effectively defining high-level system requirements for Northern Brazil's eHealth system.
- Increased online visibility and engagement by 25% through targeted social media promotions complemented by strategic blog placements in digital newspapers.

Skills & Technologies

Team Leadership | IT Management | Project Management | Curriculum Development | Program Design | Database Management
Data Analysis | Information Technology | Resource Management | Business Analysis
Python | Business Process Design | System Integration | Enterprise Resource Planning (ERP) | Extract, Transform, Load (ETL)
Machine Learning (NLP) | Agile Methodologies (Scrum)

Professional Experience

Business Development Manager | Professional Galaxy AB, Stockholm

2024 – Present

- Strategic Growth Leadership: Developing growth strategies focused both on financial gain and customer satisfaction.
- Market Research and Insights: Conducting in-depth market analysis to uncover new opportunities and gain a deep understanding of evolving customer needs.
- Business Development: Driving new business opportunities by arranging strategic meetings with potential clients through targeted engagement and understanding of client objectives. Presenting Professional Galaxy AB's services to enhance client partnerships.
- Recruitment Analytics: Utilizing Teamtailor to create and analyze job postings, employing data analytics to optimize recruitment strategies and attract the most suitable candidates.

Strategic Leadership and Project Management | Futuraskolan International School of Stockholm

2013-2022

- Led multidisciplinary teams in a dynamic environment, mentored staff, and facilitated professional growth through workshops and training sessions that promoted organizational change and enhanced capabilities.
- Managed financial and human resources strategically, improving operational efficiency and overall performance.
- Systematically measured and reported on performance through comprehensive annual reports, providing stakeholders with detailed insights into school progress across various learning areas.
- Managed the enrollment system, utilizing data analysis to optimize class sizes and ensure financial sustainability.
- Spearheaded the Global Citizenship Project, aligning educational objectives with the United Nations Sustainable Development Goals to promote intercultural understanding and global awareness.
- Leveraged technology to enhance educational programs, improving engagement and student outcomes.

Education

Masters of Strategic Information Systems Management, Computer and System Sciences | Stockholm University, Sweden | 2024
Organizational Leadership | Futuraskolan International School of Stockholm, Sweden | 2022
Bachelor's/Master's in Business Administration (Finance) | International Islamic University, Pakistan | 2003

Certifications

Languages

English (Native) | Urdu (Native) | Swedish (Conversational Proficiency) | Hindi (Native)