

AFFAN AHMED

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Talent Acquisition | Employee Engagement | HR Policy Making | Human Resource Management | Copywriting

Helps the company in achieving HR goals and objectives by developing innovative HRM strategies. Improves brand reach by analyzing market trends, customer demographics, and pricing strategies. Assists with payroll and employee engagement. Improves employee skills by crafting engaging promotional materials (trainings). Leverages creative and critical thinking skills to develop unique solutions to problems. Improves team productivity by ensuring cross-functional collaboration.

HR Operations
Payroll Processing
Employee Engagement

Report Creation
Policy Making
Policy Implementation

Employee Evaluation
Competitive Analysis
Market-Trend Research

PROFESSIONAL DEVELOPMENT

Master in Business Administration (MBA), (18 years education) Hamdard University

Completed

Bachelors in Business Administration (BBA), (16 years education) Iqra University

Jan/2021

- **Thesis:** Studied the effect of mindfulness and open innovation on creativity and subsequently on the job performance. Discovered that the job performance increased by 61% by boosting creativity in employees. An increase in mindfulness and open innovation led to 11% and 52% in creativity respectively.
- **Shan Foods Marketing Strategy Evaluation:** Evaluated the marketing strategy of “Shoop Noodles” and created a corresponding report by conducting competitive analysis and using market share percentage; collaborated with marketing and sales SMEs. Led the project and presented the report to Dr. Amir Adam.
- **Product Launch, Transvania Amusement Park:** Co-led a hypothetical amusement park launch; created the concept from the scratch. Developed the marketing strategy, stakeholder management strategy, and the complete budget. Presented the report to Professor Hammad Ur Rehman and achieved full grades.
- **Entrepreneurship “MANAC”:** Customized, launched, and sold 8 pairs of running shoes in 30% more than the cost price; created marketing strategy by conducting competitive analysis and 4P’s. Presented the report to Professor Minhaj Ikram
- **Charity Project:** Raised PKR 150K to purchase and provided books to a local NGO, Luminary Learning Circle Foundation, as well as mattresses, clothes, and food to the underprivileged population.

PROFESSIONAL EXPERIENCE

Promoted to Junior HR Officer, Hamdard University

14 November, 2021 - Present

Hr Coordinator, Hamdard University

14 April, 2021 – 13 April, 2021

Performed administrative duties for the human resources department. Assisted the HR managers with recruitment, maintain employee records, assist with payroll processing and provide administrative support to all employees. Furthermore, updated their Campus Management System with removal of all past employees in late sitting. Performed Increments 2021 – 2022 and working on Increments 2022 – 2023. Defended IPE and PMDC visit solely. Implemented Competency Criteria of Admin and Faculty. Narrowed down 257 designations into just 27 designations.

Admin Intern, Agha Khan University Hospital

06/2017 – 08/2017

Improved the quality of legal documents by proofreading them. Streamlined HR-related and supply chain-related records by organizing them manually and using MS Excel; reported to the admin manager.

Intern, Sun Technical

06/2018 – 08/2018

Mastered lead generation, sales cycle, and customer service by working with the sales team.

ADDITIONAL INFORMATION

Technical Proficiency: MS Office Suite (7/10), Adobe Creative Suite (Photoshop, Lightroom, & Illustrator), SPSS, & PLS

Bio: Hobbies include music, travel, reading, & fundraising.