

Ms Faiqa

29-Dec-21

Ahmed Asif
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Education

- 2021 **BS (Hons) Business (Specialization: Accounting & Finance)**
Forman Christian College (A Chartered University), Lahore
(CGPA: 3.35)
- 2017 **'A' Levels**
Beaconhouse Defense Campus (BDC)

Professional Experience

- August- present **Management Trainee Officer (Sales)** *Rashid Mehar*
TUV Austria—leading Testing, Inspection and Certification body
 - Working directly with CEO to generate potential leads and prospects
 - Research and analyzation of competitors' client to improve the efficiency of organization
 - Drafting letters to Public and private institutions to manifest the need of Certification
 - Researched on public and private institutions
 - Detailed analyses on various ISO standards and writing Op-ed to educate and bring awareness
- July -Sept 2021 **Sub-editor**
TheCorrespondent.pk
 - Covered and published National and International stories
 - Writing Op-ed on weekly basis
 - Read, Analyze and Write stories on both local and foreign journals
- Dec- April 2021 **Sales Executive**
WEBLANCERZ (start-up business based in US, UK, and Italy)
 - Worked on all the content within website
 - Formulated strategy to build a positive relation between clients and Weblancerz
 - Formulated strategies to expand customer base
- Sep-Oct 2020 **Intern**
Sanifa (JV of Sapphire, Nishat and Fatima Group)
 - Assisted Commercial director in developing and analyzing the data of farmers
 - Analyze data of more than 5000 Farmers

Projects and Research Papers

- Research analysis on the Annual report of various companies—OGDCL, NESTLE & JDW
- Detailed analysis on the audit report with specific focus on key audit matters
- Financial performance of various companies with special focus on ratios, especially profitability ratios, liquidity ratios and debt to equity ratios.
- Detailed study of corporate governance and structures within organizations
- Industrial Analysis of Sugar, tourism, and Start-ups industry
- Research-based analysis on the economic issues of Pakistan
- Report on the overall political and constitutional history of Pakistan
- Market research to devise a strategic management process for female led businesses

Co-Curricular Activities

- Freelancing on Upwork, freelancers and Guru
- Reading books (economics, politics, Psychology)
- Writing (op-ed)
- Team Captain of Cricket and Football team in college

Skills & Interests

- Computers: Word, Excel, PowerPoint, Peachtree, QuickBooks, CRM,
- Languages: Punjabi, Urdu, English