** Maha Rafi**

**722 E canal view housing society, Lahore, Pakistan**

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**Academic Qualification**

* **Bachelors in Business Administration (2014 – 2018)**

**Kinnaird College for Women, Lahore**

**CGPA:** 3.0

* **Intermediate in Commerce (2012 – 2014)**

**Lahore College for Women, Lahore**

**Grade:** A\*

* **Matriculation in Computer Sciences (2011-2012)**

**St. Anthony’s High School, Lahore**

**Grade:** A

**Work Experience**

* **Sales Indicative in Tech Next (universal call centers) (Sep 2016- Nov 2016)**

**\***Worked as an inbound sales agent

***Campaigns:*** AT&T, Comcast, charter, cox, dish, direct TV, frontier, hugesnet

* **Internship**

**Coca Cola Beverages Pakistan Limited (Jun 2016-Aug 2016)**

**(Sales Insight Department)**

* **Responsibilities:**

**\***Maintained data sheets of Distributor’s claims

**\***Formulated the Standard operating procedures for distributor’s claims

**\***Visited markets to check the placement of the products

**\***Gave the proposal of Rani “Pulpy Mango”, which was later familiarized in the market successfully

* **Internships**

**Coca Cola Beverages Pakistan Limited (Jun 2015-Aug 2015)**

**(Human Resource & Modern Trade/Commercial Department)**

* **Responsibilities:**
* Auditing the employee files
* Developed data sheets
* Outlet Mapping of Petroleum sector, educational institutes and modern trade
* Managed the contracts of all the outlets and maintained a datasheet
* Designed a map for the record room in excel to locate the files
* Volume reconciliation, the process included collection, tabulation, and endorsement of sales volume
* **Media Marketing (Blog Writing) (Mar 2015-Oct 2015)**
* **Free Lancing (Academic Writing) (Jan 2014-Mar 2015)**

(For universities in United Kingdom)

**Projects & Activities**

* Proposed the idea for Rani Pulpy ‘Mango’, which was a success for CCBPL
* Surveyed the market positioning of UNILEVER and provided recommendations
* Developed and designed a product to be executed for Brand Management

**Volunteer Experience:**

* Served the community like visiting hospitals after incidents and serving the patients and providing them with the basic necessities as in Pakistan all hospitals don’t take care of them.
* Taught the children of un privileged areas and under the affiliation of British Council **(3 months)**
* Taking little initiatives towards a healthy environment
* Conducted seminar against acid attacks and child abuse in different places, which is a big issue in my country

**Awards & Achievements**

* Disciplinary prefect in St. Anthony’s High School
* Got full academic Scholarship by GOP in Intermediate
* Achieved 2nd position **in parliamentary debate**
* Awards in co-curricular activities
* Bestowed as the best actress on a stage play
* Managed Kinnaird business week twice
* Campus Ambassador in an event at Beconhouse National University

**Seminars & Workshops**

* Attended job recruitment drive workshop by ‘Shell Pakistan’
* Attended motivational seminar by COE of UNILEVER
* Attended Nestle ‘Healthy Women seminar’, and gave the quiz, also been certified
* Attended seminar about gender equality

**Additional Skills**

* Exceptional skills in MS word, power point and excel
* Highly proficient in operating systems like Windows 7 and XP
* Demeanor, Reliable and enthusiastic in completing the task given
* Transferable skills learnt In one field of work that can easily be adapted to a different field
* Excellent leadership skills with ability to take necessary actions in tasks when required
* Flexible, reliable and dependable hard worker
* Highly disciplined and punctual
* Flexible, reliable and dependable hard worker

**References**

* *Will be furnished on demand.*