# 18 Khurram

**EDUCATION**

**University of Karachi**

*MBA (Marketing)*

**University of Karachi**

*B.SC (Geography & Mathematics)*

**CERTIFICATIONS**

Web Engineering

Digital Media

Time Management

PKPI & IMS PLUS

MIP Medical Index Prescription

**ACHIEVEMENTS**

Marketing Research Software

MS Excel Trainer

Sales & Distribution Software

Greetings Alert Application

Cost Effective Expense Saving Plan

CCRS KOMPAS Project

Brick Alignment Software

PH.D Scholarship Program

**PERSONAL ATTRIBUTES**

Innovative

Leader

Self-Motivated

Honest/Reliable

Well Organized

**PERSONAL INFO**

D.O.B 26-05-1981

Marital Status Single

**Summary**

Develop several innovative data mining methods to advance business intelligence reporting. Adept at generating custom reports, analyzing data and business planning processes.

**Experience Highlights**

* Business Analytics
* Compliance & Research
* Workforce Management
* Communication
* Marketing/Human Resource Statistic
* Customer Service
* Technology Sales
* Coordination
* Solution Oriented
* Expense Control Plan
* MS Office

**Professional Experience**

**December’ 2014 till January’ 2016 - OBS Pakistan (Pvt) Ltd. (Representing Merck Sharp & Dhome), Assistant Manager Business Intelligence**

Managing & monitor human resource statistic of more than 1500 employees and sales of **PKR7014** Million annually. Develop several innovative ways to draw and format essential database information + managing business Intelligence team & information technology resources.

{SAS, DSR, CCRS, JDE (World Software 7.3V) & KOMPAS}

**April’ 2014 till November’ 2014 – Maple Pharmaceuticals (Pvt.) Ltd Executive MIS – (Promoted) + Member of Compliance Team**

**Management Information System**

Credited and creating MIS reporting methods for decision-making process to facilitate business of PKR214 Million per annum + more than 500 employee’s data management + restructured company database to make it easier to extract BI data for executives on daily basis.

**Apr’ 2008 till June’2012 - Macter International (Pvt) Ltd Senior Officer – Marketing Research - Marketing & Research Department**

Contributed to build business dashboards to conduct trend analysis on metrics, especially relating to human resource statistic (2000 employees payroll+ increments appraisal) and driving sales revenue PKR1733per annum + ensure availability of customer level insights (Pharmacy level) to HO & FF+ Development of Forecasting System & ROI.

**April’2006-March’2008 Institute of Business Administration -*Executive Assistant- Director Projects* Project Planning & Development Department**

Handling project timelines + prepare annual reports/budgeting of in line projects. Assist Director Projects for maintaining expenses managing & organizing daily work schedule, plans & day-to-day administrative activities.