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## EDUCATION

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CARNEGIE MELLON UNIVERSITY – TEPPER SCHOOL OF BUSINESS

Pittsburgh, PA

*Master of Science in Business Analytics - MSBA*

05/26

- Awarded a merit-based academic scholarship.
- Relevant Courses: Business Fundamentals for Analytic Professionals, Managing People & Teams, Business Communication for Analytical Decision Making, Business Value for Integrative Analytics,

INSTITUTE OF BUSINESS ADMINISTRATION – SCHOOL OF ECONOMICS AND SOCIAL SCIENCES

Karachi, PK

*Bachelor of Science in Economics*

**GPA: 3.60/4.00**

05/23

- Dean's Honor List

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## PROFESSIONAL WORK EXPERIENCE

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GATRON INDUSTRIES LTD.

Karachi, Pakistan

*Assistant Manager Export Marketing and Sales – Product Owner*

11/23 – 05/25

- **Innovation & Project Management:** Initiated and led a third-party drop shipment strategy for U.S. polyester yarn market entry, cutting duty costs by 65% and establishing the long-term export model by researching regulations, designing an SOP, influencing relevant stakeholders, and conducting feasibility testing through SAP S4HANA.
- **Problem Solving & Leadership:** Initiated and led a cross-functional order processing improvement project, aligning Engineering, Finance, Operations, and Logistics teams through a standardized SOP with clear deadlines, streamlining sales documentation, achieving 90% on-time deliveries, and increasing customer satisfaction to 85%.
- **Market Strategy & Analysis:** Identified gaps in target-country import data using Panjiva, Trademap, and Globalwits; analyzed trends and suggested improvements in Microsoft Excel, collaborating with Sales and Operations to grow the customer base from 3 to 33 (17 returning) and expand monthly export volume by 500%.
- **Financial Acumen:** Recognized inefficiencies in pricing and logistics workflows; engineered detailed Excel-based cost models incorporating geography, duties, taxes, and sea freight to optimize pricing decisions, increasing profit margins by 50%.

SOFTECH WORLDWIDE LLC

Karachi, Pakistan

*Associate Product Market Research Analyst*

09/23 – 10/23

- **Product Insight & Competitive Analysis:** Highlighted AI-powered search as a feature gap through competitive benchmarking; developed a business case and presented recommendations, prompting product and engineering teams to review and consider the feature for the future roadmap.

MARKEMATICS PVT LTD.

Karachi, Pakistan

*Market Research Executive*

04/23 – 09/23

- **Relationship Management & Business Development:** Built strategic industry connections by initiating and nurturing outreach with 15+ R&D and market research professionals via LinkedIn and email, laying the groundwork for potential long-term partnerships and knowledge exchange.
- **Project Management:** Led a cross-functional team of 30 to conduct sentiment analysis for a top Pakistani conglomerate, using Excel to evaluate public perception, brand awareness, and reputation across business units.

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## SKILLS

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- Technical Skills: Stata, Python, Power BI, RStudio, Microsoft Excel, SAP S4HANA SD Module, MongoDB, SQL, Tableau

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## VOLUNTEERISM & AWARDS

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- **Volunteer:** British Asian Trust, The Citizens Foundation, Sindh Institute of Urology & Transplantation, and LRBT Eye Hospital, raising PKR 200,000 in donations.
- **Awards:** Best Football Goalkeeper of Southern Pakistan (2016)

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## PROJECT EXPERIENCE

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- **FYP:** Analyzed determinants of low birth registration in Pakistan using STATA.
- Performed case studies and data analyses using R; built a Power BI dashboard on US credit card and ranking data.
- Completed Case Studies course, gaining proficiency in Python and Rstudio.