

AYESHA SATTAR

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Education

Kadir Has University

Global Exchange

Istanbul, Turkey

Jan – June 2021

NUST (3.94/4)

Masters in Innovation and Entrepreneurship

Distinction holder

Islamabad, Pakistan

2019-2022

University of Agriculture

BSc. Hons Human Nutrition and Dietetics

Faisalabad, Pakistan

Specializations

- Data Analytics Professional Certification; **Google**
- Social Media Marketing Specialization; **Northwestern University**

Industry Experience

Edge

Senior Associate Client Relations

Islamabad, Pakistan

March 2023 – Present

- Working with Kidney Care Center of Georgia as a People Care Coordinator
Successfully oversee the care and support of over 100 patients daily, ensuring their well-being and satisfaction.
- Establish and maintain effective communication with 19 healthcare providers across 7 locations to ensure seamless patient care and service delivery.
- Efficiently manage daily clinic operations and patient appointments, contributing to the smooth functioning of the healthcare facility.

Dr. Owais Golra – NUST

Research Assistant

Islamabad, Pakistan

Oct 2022 – March 2023

- Stake Holder's perspective on the digitization of Hospitals in Pakistan: Barriers, Facilitators and Recommendations" funded by HEC under the National Research Program for Universities in Nust Business School, Islamabad

MicroAgility Inc.

Senior Business Development Executive.

Mar 2021 – Dec 2021

Islamabad

- Identified and entered into 2 new markets, expanding the company's reach and client base.
- Established 3 strategic partnerships with industry leaders to enhance service offerings and market presence.
- Led a team of 5 sales professionals, providing guidance, training, and support to meet and exceed sales targets.
- Ensured a high level of client satisfaction by addressing their needs promptly, resulting in a 90% client retention rate.
- Conducted market research and analysis to stay updated on industry trends and competitor activities, enabling informed decision-making.

Foster Learning Pakistan

Marketing Lead

Lead Trainer

ID 92, Lahore

July 2018 – Aug 2019

- Developed and executed comprehensive marketing strategies, resulting in a 20% increase in program enrollment within the first year.
- Implemented streamlined processes and systems, reducing administrative overhead by 15% and improving overall operational efficiency.
- As a Lead Trainer, delivered engaging and informative training sessions, consistently receiving positive participant feedback.
- Conducted data analysis to assess program effectiveness and make data-driven decisions for continuous improvement.

- Trained more than 150 students in various universities of Pakistan.

Volunteer Work & Fellowships

Clinton Global University Initiative Fellowship

Mar 2020 – Mar 2021
Clinton Foundation, Remote

- Worked on the Social Enterprise project “The Gulabi Code.”
- Conducted in-depth research and analysis on various aspects of business setup like marketing, sales, etc.
- Successfully managed remote work, demonstrating strong communication and time management skills.

National Incubation Center Aug 2020 – Aug 2021

Incubate
The Gulabi Code

- Distinguished among hundreds of startup applicants, The Gulabi Code was chosen for incubation at NIC, a prestigious recognition of its potential and vision.
- Spearheaded the strategic development and branding efforts of The Gulabi Code, leading to increased visibility and recognition within the market.
- Leveraged the invaluable resources and dedicated workspace provided by NIC to foster the startup's growth and innovation, resulting in accelerated progress

Atlas Nigeria Volunteer

Oct 2020 – Mar 2021

Possee Foundation Inc. Volunteer

New York
July – Sep 2020

Ynternational Marketing Lead Team hospitality and management

New York
March 2020 – 2022

The Citizen Foundation

Volunteer
Summer Internship Training
Rahbar Program
Career Counselling program

Lahore, Pakistan
July 2017 – Nov 2018

Amal academy Career-Prep Fellow Ambassador

Lahore, Pakistan
Nov 2017-March 2018

Shifa International Hospital Intern

Islamabad, Pakistan
Jan - Mar 2017

National Hospital Intern

Faisalabad, Pakistan
Sep - Nov 2016

Certifications

- ✓ Data Analytics Capstone project; **Google**
- ✓ Data Analysis with R; **Google**
- ✓ Share Data through the art of Visualization, **Google**.
- ✓ Analyze Data to Answer Questions, **Google**.
- ✓ Process Data from Dirty to Clean; **Google**
- ✓ Prepare Data for Date Exploration, **Google**.
- ✓ Ask Questions to make Data Driven Decisions: **Google**
- ✓ Foundations: Data, Data Everywhere, **Google**

- ✓ 20 hours of training, at **Ubuntu Leaders academy**
- ✓ Exercising Leadership: and Foundational Principles, **Harvard X**
- ✓ Strategically Build and Engage Your Network on LinkedIn, **Coursera**
- ✓ Flush out a Feature on Coursera in Miro, **Coursera**
- ✓ Action Driven Business plan: From the “Classroom” to the World, **Technion – Israel Institute of Technology**
- ✓ Nutritionist Entrepreneurship program, **India**
- ✓ Creativity Toolkit – 1, Changing perspectives; **University of ILLINOIS**
- ✓ The Importance of Listening; **Northwestern University**
- ✓ Content, Advertisement, and Social IMC; **Northwestern University**
- ✓ Engagement and Nurture Marketing Strategies; **Northwestern University**
- ✓ Influencing people; **University of Michigan**
- ✓ Positive psychology and mental health; **The University of Sydney**
- ✓ The Business of Social; **Northwestern University**
- ✓ What is Social, **Northwestern University**
- ✓ Workshop entitled “Road to Sustainable Practices” **Swedish Institute**
- ✓ Entrepreneur growth and fundraising for women Bootcamp, **The World Bank**
- ✓ Foundation of Design Thinking, **Telenor**
- ✓ Workshop entitled Professional Development for Entrepreneurship, IEEE, and **PIE**
- ✓ Advance course, **Landmark Worldwide**
- ✓ Forum, **Landmark worldwide**

Computer Skills

- ✓ SPSS, R-studio, SMART PLS, MATLAB, SQL
- ✓ Microsoft Office: Excel, Microsoft Word, PowerPoint, Visio

Other Skills

- ✓ **Leadership:** Demonstrated effective leadership by managing teams in marketing, operations, and training.
- ✓ **Communication:** Proficient in clear and concise communication for conveying ideas, strategies, and training content.
- ✓ **Problem-Solving:** Proven ability to identify and resolve challenges in operations and program management.
- ✓ **Adaptability:** Successfully adapted to evolving circumstances, client needs, and market trends.
- ✓ **Customer Focus:** Committed to understanding and meeting client and participant needs for enhanced satisfaction and program success.