

Bushra Asif

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Peshawar, Pakistan



My Portfolio

Work Experience

Associate Planning & Operations

Telenor Pakistan

Nov 2023 - Current

- Monitored key performance indicators (KPIs) to ensure timely and accurate reporting.
- Drove core KPIs (Gross adds, Distribution, B2B and B2C) with effective resource management and high achievement.
- Performed data mining and analysis to extract meaningful insights from large data sets.
- Developed comprehensive reports and dashboards to provide consistent insights on distribution KPIs at the retail level.
- Collaborated with the sales team to achieve targets and optimize performance.
- Utilized analytical tools to forecast sales trends and support strategic planning.
- Conducted regular performance reviews, budget closing, designed campaigns and developed action plans to address areas of improvement.

Marketing Manager

MIU Medical Billing LLC | Texas, US

July 2023 - Dec 2023

- Developed and executed comprehensive marketing strategies. Led cross-functional teams contributing to growth in the market.
- Implemented targeted digital marketing campaigns.
- Conducted targeted cold calling campaigns to introduce products and engage potential clients.
- Developed and executed email marketing strategies to promote product offerings and drive.
- Proactively generated US market leads through strategic networking and research. Established connections with diverse organizations to facilitate product introductions and build relationships.
- Executed client outreach strategies, increasing engagement and interest.

Relevant Skills

- Communication & Interpersonal skills
- Business Management
- Negotiation Skills
- Lead Generation
- Market Research
- Team Leadership
- Client Relation Management
- Financial Planning and Analysis
- Budget Management
- MS Excel
- Quick Books
- Data Analysis
- Enhanced Problem Solving skills
- Email Marketing and Cold Calling

Education History



Masters in Business Administration- Marketing

Institute Of Management Sciences, Peshawar

2023- Current



ACCA- Finalist

2023



Bachelors in Accounting & Finance

Institute Of Management Sciences, Peshawar

2019 - 2023



Higher School Secondary Certificate (HSSC)

Edwardes College, Peshawar

2016 - 2018

Internship Experience

Investment Analysis Intern

Bank Alfalah | Peshawar

Jan 2023 - May 2023

Investment Analysis Intern

Big Image Expo (Pvt Ltd) | Islamabad

June 2022 - Sept 2022

Leadership & Extracurriculars

Lead Organizer

Unilever X-Sell Sales Trainee Program | IMSciences

May 2023

Lead Organizer

Career Counseling Session by CDC IMSciences, Peshawar

May 2023

Organizer | Team PR

Hult Prize, Peshawar

Feb 2023

Office Intern

Career Development Centre CDC IMSciences, Peshawar

Nov 2022- June 2023

Languages

- **English**
- **Urdu**
- **Pashto**

References

References will be provided upon request