



Asma Ahmed

ABOUT ME

Self-motivated and energetic team player having varied experience in areas ranging from management consultancy to strategy planning, project management to communications and from data analysis to client relationship management. I have been engaging and driving stakeholders and delivering results in a high pressure environment. I am a fast learner, open to new challenges and to new ways of doing things.

My other core competencies are Business Development, Account Management, Negotiation and Relationship Building.

EMPLOYMENT

Jan 2015 - Present

SENIOR ACCOUNT EXECUTIVE- EFMA

- + Working with a global team with offices in Paris (headquarter), Bratislava, Singapore, India, Dubai and Turkey.
- + Managing EFMA's relationships and contract renewals in Middle East.
 - Before 2015, two banks were our members which has increased to six members in 2017.
 - During 2015-2017, my team has been able to enhance and strengthen EFMA's presence in Middle East region and we are now managing relationships with Banks and banking associations through our local office in Karachi, Pakistan.
- + Assisting GM-ME in relationship building, business development, sales process and industry outreach.

Aug 2014 – Jan 2015

COMMERCIAL & MARKETING EXECUTIVE- BASF (PAK)

- + Worked with departmental head in strategic and operational matters.
 - Conducted market analysis to support business internally and helping my team analyze current and future trends.
 - Reported regularly on sales performance and productivity of regional teams in Pakistan.

(+92) 345 246 14 70 | asmaahmed2000@hotmail.com

<https://www.linkedin.com/in/asma-ahmed-245928b1/>

- Prepared management reports and presentations that will help in devising internal strategy.
- Coordinated and provided reports on sales forecast, material production & planning and maintaining the stock level.
- Helped my team with market intelligence for developing and executing sales strategies.

June 2013 – June 2014

MANAGEMENT TRAINEE – CENTRAL DEPOSITORY COMPANY OF PAKISTAN LIMITED

- + Managed the International Secretariat for Asia-Pacific Central Securities Depository Group (ACG) as CDCPL became ACG Secretariat for three year term (2014-2016)
 - Developed plans for the Secretariat.
 - Lead the Secretariat team under direct supervision of CEO.
 - Managed all International meetings- Senior Level Management meetings for ACG.
 - Collaborated with Regional Associations.
- + Participated in projects handled by Head- Product Development & Marketing
 - Collaboration with Banks and Insurance firms.
 - Research and development of proposals for E-IPO, extending Depository services.

EDUCATION

Oct 2017 - Ongoing

COURSERA – ONLINE CERTIFICATION

- + Data Science Specialization, Johns Hopkins University

2010 – 2012

INSTITUTE OF BUSINESS MANAGEMENT

- + Master of Business Administration- Finance

April 2014

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS PAKISTAN

- + SAP- FICO track Level 2 End user
- + 48 CPD hours certification (6 day)

March 2014

INSTITUTE OF COST AND MANAGEMENT ACCOUNTANTS PAKISTAN

- + Introduction to SAP- FICO track
- + 48 CPD hours certification (6 day)

(+92) 345 246 14 70 | asmaahmed2000@hotmail.com
<https://www.linkedin.com/in/asma-ahmed-245928b1/>

SPECIALTIES

- + Experience with teams working in a global (remote) environment
- + Strategy planning
- + Negotiator and problem solver
- + Team building
- + Corporate & Marketing communications
- + Content development
- + Business development
- + Data analysis
- + Customer service
- + Strategy
- + Project Management
- + Avid traveler

PERSONAL INTERESTS

- + Traveling
- + Networking
- + Cooking
- + Photography

FUTURE PLAN

- + Want to learn new ways of doing things.