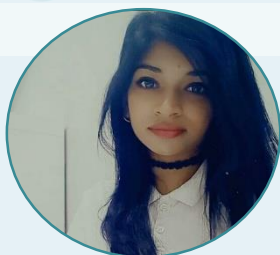


# Asma

Retail Operations Coordinator,  
Graphic Designer, Administrator



Seeking a challenging career in an esteemed organization, where I can develop my skills, knowledge and capacity as well as prove my capabilities through the achievement of target goals for the purpose of securely and quickly providing frequent access to funds on demand through a variety of channels.

## WORK EXPERIENCE

### Contacts



+971504091373



[draarauf@gmail.com](mailto:draarauf@gmail.com)

### SUMMARY

Versatile professional with 5 years 6 months experience in corporate Office Administrator & Marketing in Pakistan and U.A.E. Armed with good communication and interpersonal skills to establish and maintain support with clients and staff. Willing to work in a competitive working environment by accepting challenges of the new technology. Exceptional team spirit helps in the achievement of personal goals

#### **RETAIL COORDINATOR LENSKART OPTICAL TRADING LLC MARCH 2022 – PRESENT DUBAI - UAE**

- Reviewing inventory levels and ordering new product as needed to meet sales goals.
- Monitoring and maintaining POS Systems to ensure they are working properly.
- Coordinating and scheduling staff work schedules and approving time off requests.
- Managing company inventory by monitoring stock levels and ordering new merchandise based on customer demand.
- Coordinating marketing and promotional campaigns with retail managers.
- Liaising with vendors to arrange deliveries and shipments of merchandise.
- Handling logistics.

#### **COMMUNITY ATTENDANT DEYAAR FACILITIES MANAGEMENT DUBAI, UAE MARCH 2021- FEBRUARY 2022**

- Provide customer service through interacting with patrons,
- Assisting with spotting, educating participants on how to use equipment, and answering questions.
- Ensure the fitness area remain clean and organized; organize dumbbells, weight plates, and bars. Disinfect and clean
- Equipment.
- Actively supervise the fitness mezzanine and cardio areas.
- Perform opening/closing procedures of the fitness floor and cardio areas.
- Attend mandatory meetings and semester trainings

## Languages

English  
Arabic  
Urdu  
Hindi  
Punjabi

## IT Skills

Operating System: Window's 7  
Graphic Design  
MS Word, Excel, PowerPoint

## INTERESTS

Graphic Designing  
Painting  
Traveling  
Reading Books

## PERSONAL DETAILS

Father's name: Abdul Rauf  
Marital Status: Single  
Nationality: Pakistan  
Passport No: BG9983342  
Visa Details: Employment Visa  
Place of Birth: Dubai, UAE

## PROFESSIONAL MEMBERSHIPS / AFFILIATIONS

International Federation of Infection  
Control (IFIC), UNITED KINGDOM

International Society for Infectious  
Diseases (ISID), Brookline, MA, USA

## GRAPHIC DESIGNER MARCH 2021- PRESENT

- Conceptualizing visuals based on requirements.
- Creating images and layouts by hand or using design software.
- Engage directly with client representatives during project briefs to ensure a unified client.

## ADMISSIONS OFFICER LINCOLN UNIVERSITY OF BUSINESS & MANAGEMENT SHARJAH, UAE December 2016 - June 2018

- Analyze the applications of prospective students based on standard admission policies. Interview students to understand their objectives and background. Provide clarifications to students' queries in a professional manner.
- Follow-up with students for any inquiries through direct meetings, live chat, phone calls, and emails.
- Advise students about the programs offered, admission procedure, eligibility, and costs involved.
- Provide assistance with recruitment activities, student interviews, admission publications, and information sessions.
- Provide assistance to the students to complete the enrolment forms. Review all the student's applications and refer the students to financial services personnel if required.
- Inform students about the courses offered and the tuition fees. Arrange orientation programs, educational workshops and graduation programs for students.
- Provide support to prepare admission related presentations and to host student receptions.
- Develop innovative communication strategies, recruitment strategies and enrolment plans in coordination with senior management to attract and enroll more students.
- Participate in all recruitment events, open houses, school fairs, information sessions, exhibitions, school visits and off-campus events.
- Maintain a database of student information, telephone logs and student feedbacks in order to generate student reports for management whenever required.
- Provide support to the senior admission counsellor when needed.

## OFFICE ADMINISTRATOR ANEES HASSAN ENGLISH LANGUAGE INSTITUTE KARACHI, PAKISTAN APRIL 2014 - JUNE 2016

- Welcoming visitors and directing them to the relevant office/personnel.
- Carrying out clerical duties such as answering phone calls, responding to emails, and preparing documents, including official correspondence, memos, resumes, and presentations.
- Coordinating and managing appointments, meetings, and the conference room schedule in order to prevent duplicate bookings.

## COURSES / CERTIFICATES

American Safety & Health Institute  
Training Program (FIRST AID, CPR  
& AED TRAINING)

June 27, 2021

Digital Marketing Training Program  
Digi skills – May 2020 – Aug 2020  
Karachi, PAKISTAN

Creative Writing Training Program  
Digi skills – May 2020 – Aug 2020  
Karachi, PAKISTAN

Graphic Design Training Program  
Digi skills – Feb 2020 – Apr 2020  
Karachi, PAKISTAN

Freelancing Training Program -  
Digi skills – Feb 2020 – Apr 2020  
Karachi, PAKISTAN

HTML5 with Responsive Web  
Design (APTECH) 2018, KARACHI-  
PAKISTAN

Effective Business Communication  
Skills (TROVE SCHOOL of  
BUSINESS – LONDON) 2017

Microsoft Advance Course  
COMPUTER TRAINING CENTRE  
MAJEED SRE, PAKISTAN NAVY  
SHIP PNS BAHADUR June 01 –  
August 30, 2014, KARACHI,  
PAKISTAN

One-year Certificate Program as A  
Character-Building Program for  
Doctors organized by the Pakistan  
Islamic Medical Association (PIMA),  
Karachi Region in collaboration with  
the Riphah International University,  
Islamabad at the Liaquat National  
Hospital & Medical College, Karachi,  
Pakistan held during 2009-2010.

## TELESALES AGENT PAKISTAN TELECOMMUNICATION Karachi, Pakistan June 2012 - March 2014

- Initiating sales with potential customers over the phone.
- Asking questions to engage customers and keep the conversation going. Listening to the customers' needs to generate repeat sales.
- Gathering and documenting customer information, payment methods, purchases, and reactions to products.
- Keeping up to date on all products and informing customers of new products. Answering customers' questions on the products. Meeting sales quotas.
- Ensuring and providing quality service to both internal and external customers.

## ACADEMIC CREDENTIALS

- 2011-14: -Bachelor of Fine Arts (BA) University of Karachi (Pakistan)
- Diploma in Homeopathic Medical Sciences (DHMS) – September 2010 Muhammadi Homeopathic Medical College and Hospital, Karachi, PAKISTAN
- Higher Secondary School Certificate (HSSC) – 2006
- Allama Iqbal Government Girls' Degree College, Karachi, PAKISTAN
- Secondary School Certificate (SSC) – 2003 Career Foundation School, Karachi, PAKISTAN
- Upper Primary Schooling ( UPS ), Our Own English High School, Dubai, UNITED ARAB EMIRATES

## CONFERENCES / SEMINARS

- 15th National Health Sciences Research Symposium – Social and Economic Determinants of Health | Aga Khan University, Karachi, Pakistan | October 31 – November 01, 2011
- Hepatitis B and C in Pakistan – Prevalence and Recommendations for Future Prevention Pakistan Medical Association, Karachi, Pakistan | June 25, 2011
- Migraine and Backache | Aga Khan University, Karachi, Pakistan | June 16, 2011
- Neonatal Examination and Sepsis | Pakistan Medical Association, Karachi, Pakistan | June 11, 2011
- Dental disease & Human Health | Aga Khan University, Karachi PAKISTAN – Feb 24, 2011.
- Anesthesiology | Liaquat National Hospital, Karachi, PAKISTAN, Feb 13, 2011
- Recent Advances in Blood Banking | Aga Khan University, Karachi, Pakistan | April 28, 2010

I hereby declare that all the information furnished above is relevant and provided to the best of my knowledge.