Aaiman Naeem

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A customer-focused IT Professional with a strong bias for action, passionate about leveraging my analytical and data-driven skills to drive up company growth, and working across functions of strategy and business, having 2+ years of experience across diverse industries.

EXPERIENCE

Global Application Manager (Trainee) — Oct. 2024 – Present
DHL — *Bonn, Germany*
- Monitor global SAP systems to identify and resolve technical issues, ensuring smooth operations
- Research new SAP functionalities to support project initiatives and improve system performance
- Validate changes or updates in SAP systems to meet business requirements

Global IT and Business Process Manager (Working Student) — Jul. 2022 – Sep. 2024
Fresenius Kabi — *Bad Homburg, Germany*
- Analyzed the performance of business processes and presented comprehensive reports against established KPIs
- Drafted detailed documentation and facilitated training sessions to support the adoption of new business processes
- Designed and executed internal strategies to enhance business domain capabilities and optimize operational processes
- Contributed to the implementation of a demand management project which focused on managing and forecasting demand effectively

Internal Communications and Engagement Manager (Working Student) — Jan. 2022 – Jul. 2022
Merck KGaA — *Darmstadt, Germany*
- Designed and implemented dashboards to enable in-depth analysis and improve the performance of internal channel communications
- Re-strategized marketing and communication processes to enhance internal engagement and alignment
- Conducted detailed research analyses to develop innovative communication materials

Marketing Intern — Jun. 2021 – Nov. 2021
Xilium GmbH — *Frankfurt, Germany*
- Analyzed marketing data and industry trends to strategize and position future marketing campaigns effectively
- Designed and maintained interactive dashboards to track and visualize the performance of online marketing campaigns
- Crafted high-quality country-specific content for social media platforms to enhance the company's visibility and engagement

Graduate Student Researcher — May. 2021 – Dec. 2021
Chair of Quantitative Marketing @ Goethe University — *Frankfurt, Germany*
- Collected, processed, and analyzed consumer data to derive actionable insights for research projects in quantitative marketing
- Conducted research and developed scientific proposals to support ongoing projects
- Handled organizational activities at the chair

SKILLS

Application Stack:	SAP, Jira, Confluence, ServiceNow, Celonis, Microsoft Office
Process Management:	Agile, Process Mining
Data Stack:	STATA, R, SQL, SPSS

EDUCATION

Goethe University — Frankfurt, Germany
M.Sc. International Management — *2020 – 2024*

Lahore School of Economics — Lahore, Pakistan
B.Sc. (Double Major) Economics & Marketing — *2016 – 2020*

CERTIFICATIONS

Business Analysis & Process Management Certification
Google Analytics Certification
Google Ads - Measurement Certification
Honors Degree Program in Artificial Intelligence and Entrepreneurship

PROJECTS

Connection between Sponsorship Disclosure, Influencer Credibility and Consumer Purchase Intention — Aug. 2023
- 60% of respondents considered Sponsorship disclosure positively impacts influencer credibility and consumer purchase intention.

Impact of Political Regimes on Economic Growth (B.Sc. Thesis) — Jun. 2020
- Based on historical data, it was proven that democratic regimes positively impact growth indicators.

LANGUAGES

English:	Business Fluent
German:	Intermediate Proficiency