



# USMAN NAEEM

Business Administration Graduate

## EXPERIENCE

### Optimus Pharma (Pvt.) Ltd.

Lahore, Pakistan

Jul 2023 - Sept 2023

#### INTERNSHIP

- Assisted in market research and analysis for upcoming product launches.
- Supported the finance team in budgeting and financial reporting tasks.
- Coordinated with the marketing department to create promotional materials.
- Gained exposure to pharmaceutical industry practices and compliance requirements.

### Optimus Pharma (Pvt.) Ltd.

Lahore, Pakistan

Jul 2022 - Sept 2022

#### INTERNSHIP

- Conducted competitor analysis to identify market trends and opportunities.
- Collaborated with the sales team to develop client presentations.
- Participated in financial forecasting and planning sessions.
- Enhanced skills in data analysis, presentation, and teamwork.

## RESEARCH WORK

### Dissertation - Bachelor's

***Brand Activism & CSR: Shaping Consumer Perspectives in Advertising***

## EDUCATION

### Quaid-i-Azam University, Islamabad

Bachelors of Science in Business Administration

2020-2024

**CGPA: 3.8**

### Sadiq Public School & College, Bahawalpur

FS.c Pre-Medical

2016-2018

**Score: 87%**

### Alpina Public School, Bahawalpur

Matriculation

2014-2016

**Score: 95%**

## ABOUT ME

A fresh graduate with a Bachelor's Degree in Business Administration specializing in Marketing and Finance, seeking an entry-level position where I can utilize my academic knowledge and internship experience to contribute to the growth and success of the company.



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**usmannaeem99@gmail.com**

## LANGUAGES

English

Urdu

## EXPERTISE & SKILLS

Management Skills

Brand Management

Digital Marketing

Advertising & Promotion

Investment Analysis

Financial Reporting

Marketing Strategy

Financial Analysis

Market Research

Proficient in Microsoft Office Suite

Strong English Language Comms.

Critical Thinking