

SADIAH SALEEM
Senior Business Analyst

Contact Number: +92333879486
Email: sadihsaleem96@gmail.com
Address: Lahore, Pakistan
Linkedin: https://www.linkedin.com/in/sadiah-s826854173?utm_s

Summary

Experienced Business Analyst - Marketing, providing insights through competitor analysis, digital footprint monitoring, and graphic design, leveraging MPhil in Media Studies for effective brand presence and reputation management.

Skills

Excel, Word, PowerPoint, Power Bi, Jira, Confluence, Grafana, Adobe, Canva, CapCut, Data Cleaning, Data Validation, A/B Testing, UAT, Watch My Competitor, Monday.com, Content Writing, Public Relations, Competitor Analysis, Market Research, Graphic Design and Video Editing.

Work Experience

Senior Business Analyst

Green Origins Consultancy Services, Lahore, Pakistan

2022 - Present

Conduct competitor analysis for clients under Watch My Competitor project, providing insights on industry trends and ensuring data-set accuracy and integrity through Quality Assurance expertise.

Supervise and analyze retail sectors from UK, US, Germany, and Spain, delivering high-impact insights and strategic recommendations.

Collaborate with Development team on A/B testing observation and User Acceptance Testing (UAT) to ensure seamless project execution and quality delivery.

Contributed to AI accuracy testing, observing content categorization, prioritization, and conducting User Acceptance Testing (UAT) to ensure client-side quality and precision.

Foster cross-departmental collaboration to maintain high-quality services and meet client expectations.

Drive business growth through offline Lead Generation initiatives, proactively approaching new clients and expanding the company's reach.

Introduced innovative tracking of Google News presence for competitors, providing clients with timely curtain raisers on key events and news, enhancing their market intelligence.

Successfully led multiple projects, including Santander Logo Compliance, University Clearing, and Black Friday Promotion, delivering exceptional results and high client satisfaction.

Recognized as Employee of the Month in October 2022, January 2024, and November 2024 for outstanding performance, floor ethics, and contributions to high client retention rates (97% - 98%).

Promoted to Senior Business Analyst in 2024, reflecting strong performance and growth within the company.

Assistant Superintendent

Virtual University of Pakistan
Lahore, Pakistan.

2022 - 2022

Managed examination center operations and ensured smooth conduct of exams.

Recognised as Best Assistant Superintendent.

Virtual Course Instructor

Proeducation Platform For Champions

08/2021 - 09/2021

Designed and delivered courses to students, and developed Curriculum and Instructional materials.

Recognized for increased sales of courses.

Trainee Public Relation Officer

Directorate General of Public Relation
Punjab, Pakistan.

03/2019 - 02/2022

Assisted in planning, executing, and communicating public relation and media management tasks, ensuring timely status updates.

Managed social media accounts, creating and curating content to engage audiences and promote government initiatives.

Conducted news monitoring duties, tracking media coverage and analyzing trends to inform strategic decisions.

Contributed to high-profile events such as Sikh Yatra Event at Governor House Punjab.

Assisted in Clean Green Project for Lahore, in collaboration with Deputy Commissioner Lahore

Anti-smog campaign, in collaboration with Deputy Commissioner Lahore

Successfully arranged press conferences for Ministers of Punjab, demonstrating strong organizational and communication skills.

Educational Background

MPhil in Media Studies

Kinnaird College for Women University
Lahore, Pakistan

2020 - 2022

Conducted research on "Memes and Political Decision Making: Analyzing the effects of memes on the political efficacy of social media users", exploring the intersection of digital culture and political engagement.

Presented research at the 3rd International Conference on Social Sciences and Humanities, where it was appreciated for its insights and contributions to the field.

Produced documentary: "If You Can Dream It You Can Do It", featuring underappreciated personalities in Pakistan who are driving positive change by pursuing their dreams, highlighting their stories and impact on society.

MA in Mass Communication

University of the Punjab
Lahore, Pakistan

2017 - 2019

Conducted research on "New Media and Cyberterrorism: Analyzing Audience Awareness About 'Prevention of Electronic Crimes Act 2016'", examining the intersection of digital media and cybercrime awareness.

Presented research at the 2nd International Conference on Media and Conflict, receiving appreciation for insights and contributions to the field.

As a Senior Vice President, Media Society (2018-2019), I established the media team, providing training and guidance to ensure successful event coverage. Successfully covered seven events, developing and executing media strategies to engage audiences and promote the society's objectives.

Courses/Training

Market Research and Competitive Analysis from Xbox
Beginners Guide for Adobe Photoshop from GetLearning
Mass Media & Journalism from Proeducation Platform for Champions

References

Hafsa Javed Khawaja
Directorate General Public Relations punjab
+923317208558

Sheeza Imran Khan
Green Origins Consultancy Services
+923496043559

Dr Javairia
Punjab Institute of Cardiology
+923324397585