

# MAHA AMIR

## CONTACT

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- Bahawalpur

## EDUCATION

**Bachelor's in Business Administration**  
The Islamia University of Bahawalpur

2019-23

**Master's in Innovation and Entrepreneurship (M-Phill)**

National University of Science and Technology, Islamabad

2024-25

## SKILLS

- Social media management
- Customer relationship handling
- Critical thinking and problem-solving
- Event planning
- Public speaking and presentation skills
- Basic graphic design (Canva, Adobe Spark)
- Adaptability and resilience
- Qualitative and quantitative research methods

## LANGUAGES

- English
- Urdu

## PROFILE

Dynamic professional with expertise in innovation, entrepreneurship, and ecosystem development. Experienced in fintech, e-learning platforms, and digital marketing. Skilled in policy analysis, stakeholder engagement, and organizing impactful initiatives. Dedicated to driving practical and sustainable solutions.

## WORK EXPERIENCE

**Management Trainee intern** AUG 2024-OCT2024

Green Grocery

- Gained hands-on experience in supply chain management and inventory control
- Assisted in streamlining daily operations and improving customer service
- Contributed to sales strategies and marketing efforts to boost revenue.

**Freelance Lead Generation and Email Marketing** MAY 2023-AUG 2024

- Executed projects focused on email marketing campaigns and lead generation strategies
- Researched and identified target audiences to optimize outreach and conversion rates
- Developed data-driven approaches to enhance lead acquisition and customer engagement

**Marketing executive** JAN 2023-APRIL 2023

Desingera pvt Ltd

- Handled customer data management and ensured accurate record-keeping
- Managed social media platforms to enhance brand visibility and engagement
- Organized and coordinated webinars to promote online courses and business consultations

**Sponsorship Member** APRIL 2022-OCT 2022

Business Incubation Centre, BWP

- Secured sponsorships to support entrepreneurial initiatives and incubation programs
- Assisted in organizing networking events and workshops to promote innovation and entrepreneurship

## RESEARCH EXPERIENCE

**Master's Thesis**

"Business Support for Entrepreneurs and Small Firms"

**Systematic Literature Review (SLR)**

"What are the aspects of E-learning ecosystem that enable an individual to become an entrepreneur"

**Case Study Research**

"JazzCash and Pakistan's Fintech Ecosystem: Innovations for Inclusion, Adoption, and Experience"