

Mehreen Aftab

+92 334 9556304 · aftabmehreen34@gmail.com
<https://www.linkedin.com/in/mehreen-aftab-1712b856/>

Dynamic and results-oriented professional with a multi-faceted background in operations, business development, HR, digital media, and academic administration. Proven ability to lead complex visa and migration processes, drive strategic growth initiatives, streamline HR workflows, and elevate brand presence through social media. Adept at managing executive functions and admissions with precision and professionalism. Recognized for delivering high-impact results, optimizing systems, and thriving in fast-paced, cross-functional environments.

KEY COMPETENCIES

Market Research & Analysis	Financial Acumen	Adaptability & Innovation
Data-driven strategic planning	Report writing and presenting	Proactive and self-motivated
Project Management	Excellent communication skills	Exceptional organizational skills

PROFESSIONAL EXPERIENCE

Global Friends Consultants (Sister Co - SK Group) Manager Operations

Mar 2025 - Mar 2026

Project Development- Afghan Refugee Settlement Program in Collaboration with GIZ

- Oversee and manage end-to-end visa extension and immigration processes for individual applicants, ensuring seamless operational execution.
- Lead all operational aspects of visa applications, renewals, extensions, and ensure compliance with immigration laws and regulations.
- Coordinate and maintain effective communication with embassies, consulates, and immigration authorities for timely follow-up, issue resolution, and process facilitation.
- Monitor and maintain organized case files, track key deadlines, and implement systems to ensure timely renewals, extensions, and compliance.
- Manage and delegate operational tasks across the team, provide training and guidance to enhance skills, and regularly assess team performance to drive efficiency and service excellence.

SK Group of Companies

Feb 2024 - Mar 2026

Manager Business Development

- Lead the end-to-end revamp of the eCommerce mobile application, from planning to deployment.
- Define project scope, objectives, and deliverables based on business and customer needs.
- Work closely with UI/UX designers to create an intuitive, high-performing user interface.
- Ensure seamless API integration with inventory management, CRM, and third-party logistics.
- Manage project timelines, budgets, and risks while ensuring on-time delivery.
- Conduct competitor analysis and user feedback assessments to drive feature improvements.
- Collaborate with marketing and sales teams to ensure successful adoption and customer engagement.
- Conduct comprehensive market research, financial modeling, and risk assessments to inform decision-making processes.
- Conduct feasibility studies and market analysis to support project decision-making and business expansion.
- Oversee the planning, execution, and completion of real estate projects from inception to handover.
- Present business insights, performance metrics, and strategic recommendations to senior management.
- Draft, review, and finalize sales agreements, lease contracts, and other legal documents.
- Ensure all client documentation, including title deeds, ownership records, and payment receipts, is accurate and up to date.

Edge Synergy Pvt Ltd. ICT

Oct 2020 - Dec 2023

Business Development Manager (Real-Estate)

- Conduct feasibility studies, designing and market analysis to support project decision-making and business expansion.
- Develop and maintain financial models to analyze and forecast real estate project performance.
- Adept at conducting comprehensive market research, financial modeling, and risk assessments to inform decision-making processes.
- Monitor and update financial forecasts based on changing market conditions and project dynamics.
- Draft, review, and finalize sales agreements, lease contracts, and other legal documents.

- Ensure all client documentation, including title deeds, ownership records, and payment receipts, is accurate and up to date.

**Future Marketing Pvt Ltd. ICT
Executive & HR Operations**

Jan 2019 - Sep 2020

- Support daily executive functions, including scheduling, correspondence, and internal coordination on behalf of the leadership team.
- Prepare and organize executive-level documents, presentations, and reports for internal and external use.
- Assist in recruitment efforts, from posting jobs and screening candidates to organizing interviews and onboarding new hires.
- Maintain and update HR files, records, and databases while ensuring confidentiality and compliance.
- Address employee queries regarding HR policies, procedures, and benefits in a timely and professional manner.
- Coordinate and manage logistics for company events, staff meetings, and training sessions.
- Track and report key HR metrics including attendance, performance, and retention rates.
- Maintain a proactive approach to identifying areas for improvement in administrative and HR processes.

**Social Media Executive
Minimax Solutions Inc. Canada**

Apr 2018 - Feb 2022

- Develop and execute engaging social media strategies aligned with the company's brand identity and marketing objectives.
- Develop and execute social media strategies to increase brand visibility, engagement, and lead generation across various platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Develop and maintain a content calendar to ensure consistent posting and timely responses.
- Monitor and respond to comments, messages, and reviews across all social media platforms.
- Monitor the effectiveness of social media ads and adjust strategies for maximum ROI.

**Barani Institute of Management Sciences
Deputy Registrar**

Sep 2011 - Oct 2017

- Proven track record in overseeing registration processes, managing academic records, and ensuring compliance with university policies.
- Manage student dossiers, transcripts, and other documentation, maintaining confidentiality and data integrity.
- Demonstrated ability to implement strategic initiatives, streamline processes, and contribute to the overall success of the academic institution.
- In addition to overseeing the exam department, I managed the conduct of examinations and ensured accurate marks entry in the database after rechecking for submission to the parent university.
- Coordinated with faculty to collect and submit final results on time and liaised with the parent university to facilitate smooth operations.

EDUCATION & CERTIFICATIONS

Bachelor in Commerce

Majors: Accounting & Finance

University of the Punjab

Howard University

Project Management - Jan - Feb 2025

Coursera Project Network

Build a Free Website with WordPress- Jul 2024

Coursera Project Network

Design a Mobile App Interface with Moqups- Jul 2024

Coursera Project Network

Creating Desktop & Mobile Friendly Web Pages by using Canva- Apr 2024

Starweaver in Collaboration with Coursera

Relationship Management and Business Development - Mar 2024

Coursera Project Network

Business Analysis & Project Management Feb 2024

University of California, Davis

Strategy of Content Marketing-Aug 2023