

LAIBA WASEEM

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PROFESSIONAL SUMMARY

Project Management and Business Analytics professional with a strong foundation in business development, stakeholder management, and data-driven decision-making. Currently pursuing MS in Business Analytics with hands-on exposure to AI applications, data analysis, and process optimization.

Experienced in coordinating cross-functional teams, analyzing business requirements, and supporting project execution in dynamic environments. Adept at leveraging digital tools, CRM systems, and analytical thinking to drive efficiency and deliver measurable outcomes. Passionate about AI-driven solutions and technology-enabled business transformation.

EDUCATION

MS Business Analytics (In Progress)

FAST University

GPA: 3.0

Expected Graduation: June 2027

MS Project Management

Bahria University (2025)

GPA: 3.58

Master of Commerce (M.Com)

National University of Modern Languages (NUML)

CGPA: 3.26/4.0

Associate Degree Program (ADP)

University of Central Punjab

EXPERIENCE

Research Assistant

FAST University | Oct 2025 – Present

- Supporting research activities in business analytics and data-driven projects
- Assisting in data collection, cleaning, and analysis for academic and applied research
- Collaborating with faculty on research methodologies, reporting, and insights generation
- Contributing to analytical documentation and presentation of findings

Business Development Officer

Floret Commodities | Jan 2024 – Feb 2025

- Conducted data-driven market analysis to identify business opportunities and optimize client acquisition strategies
- Managed client pipelines using CRM tools, ensuring structured tracking and reporting of leads and conversions

- Collaborated with cross-functional teams to align business strategies with operational execution
- Analyzed competitor data and market trends to support strategic decision-making
- Built and maintained strong client relationships, contributing to revenue growth and retention

Project Sales Specialist

Professional Links Real Estate | Dec 2021 – Dec 2023

- Gathered and analyzed client requirements to deliver tailored solutions aligned with business needs
- Acted as a liaison between clients and internal teams to ensure smooth communication and project alignment
- Delivered structured presentations and reports to stakeholders and investors
- Contributed to revenue generation by exceeding sales targets and improving client engagement

HR Intern

GAU Tek | Jun 2021 – Nov 2021

- Supported recruitment lifecycle including resume screening, candidate evaluation, and interview coordination
- Maintained structured employee records and ensured compliance with company policies
- Assisted in onboarding processes and HR operations optimization
- Contributed to reporting and internal coordination for improved efficiency

Freelance Academic Writer

Self-Employed

- Delivered research-based content with a 95% on-time completion rate
- Maintained high client satisfaction, resulting in repeat business and long-term engagement

PROJECTS & ANALYTICS WORK

Data Analytics Project – Leadership & Project Success Analysis

- Analyzed real-world survey data using SPSS, applying regression and structural equation modeling (SEM)
- Identified key factors impacting project success, including leadership style and communication effectiveness
- Transformed raw data into actionable insights to support improved project management strategies
- Presented findings using structured reports and data-driven recommendations

Business Analysis Project – Market & Client Insights

- Conducted market and competitor analysis to identify business opportunities
- Analyzed client data and sales trends to support strategic decision-making

- Developed structured reports to improve planning and performance tracking

CERTIFICATIONS

Business Communication and AI for Professionals – LUMSx (2025)

- Gained exposure to AI tools and their applications in business workflows
- Developed understanding of AI-driven communication and productivity tools

LEADERSHIP & ACTIVITIES

Event Volunteer – DataFest 2025

- Managed VIP guest coordination and reception, ensuring smooth event execution
- Assisted in stakeholder management and participant guidance
- Collaborated with organizing teams in a fast-paced, high-pressure environment

SKILLS

Technical & Analytical Tools

- MS Project, Primavera
- Tableau (Basic)
- Microsoft Excel (Data handling & reporting)
- CRM Systems (Salesforce or similar)

Core Competencies

- Business Analysis & Requirement Gathering
- Stakeholder Management
- Project Coordination (Agile Awareness)
- Process Optimization
- Data-Driven Decision Making

Emerging Skills

- AI Tools (ChatGPT, automation tools)
- Digital Workflow Optimization

TARGET ROLES

Business Analyst | Project Coordinator | Associate Project Manager | Tech-Oriented Business Development