

BARERA ADIL

Z-103, Plot 07,

Block 3 D.C.H.S, Karachi.

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Indus Valley School of Art and Architecture (IVSAA)

Industry: Education

Address: 33rd St. Scheme 5, Block 2 Clifton, Karachi, 75600

Academic Program Officer (APO) Full-Time (March 2023 – Present)

Dawood Public School (DPS)

Industry: Education

Address: Plot # ST-1, D.C.H.S. Bahadurabad, Dawood CHS, Karachi, Karachi City, Sindh.

Dawood Public School (Associate Admin Officer) Full-Time (April 2022 – August 2022)

- ✓ Manage students' files, records, stationary lists, results, and certificates etc.
- ✓ Coordinate and report activities directly to the section heads.
- ✓ Manage and Handle the calls, emails, and queries.
- ✓ Coordinate with teachers, helping staff, receptionist, regarding academic activities.
- ✓ Dealing with parents regarding academic queries, admission process, and activities.
- ✓ Manage and assist the Summer School Program activities.

Amazon Pro Experts

Industry: Amazon Freelancing.

Address: BMCHS Rd No. 2, Bihar Muslim Society BMCHS Sharafabad, Karachi, Karachi City, Sindh 75340

Amazon Pro Experts (Reporting Officer) Contract Part-time (Sep 2021 - March 2022):

- ✓ Inventory Report.
- ✓ Product Hunting & Listing.
- ✓ PPC & Research.
- ✓ Competitors Research.
- ✓ Keywords Research & Tracking.

GiftList: A Gift Sharing App

Industry: Tech Startup (Shopping Industry)

Address: 42/3 Block 3, Street 13 B.Y.J.C.H.S Bahadurabad Bahadur Yar Jang CHS, Karachi, Karachi City, Sindh 75500.

GiftList - (Associate Marketing Officer) Contract Part-time (Sep 2021 - Jan 2022):

The key responsibilities as an associate Marketing officer at GiftList:

- ✓ Researching.
- ✓ Competitors Analysis
- ✓ ASO and SEO keywords research, etc.
- ✓ Content and Video Editing.

Intelligenes

Industry: Software Company

Address: Dilkusha Forum, 7 Tariq Rd, P.E.C.H.S. Delhi CHS PECHS, Karachi, Karachi City, Sindh

Intelligenes (Associate BD Executive/Officer) Contract Full-time (Jan 2021- Sep 2021):

The key responsibilities as an associate BD officer at Intelligenes:

- ✓ Lead generation.
- ✓ Work on outbound strategies.
- ✓ Estimate submission.
- ✓ Help in wire framing and designing mockups (with designer).

Intelligenes (Business Development Executive/Officer Internship) Sep 2020 – Dec 2020 (3 months):

- ✓ Lead Generation. (Outbound strategies)
- ✓ Sending emails to prospects (cold emailing)
- ✓ Engage with prospects.
- ✓ Help in drafting the estimates.

Grappetite

Industry: Software Company

Address: 42/3 Block 3, Street 13 B.Y.J.C.H.S. Bahadurabad Bahadur Yar Jang CHS, Karachi, Karachi City, Sindh 75500.

Grappetite:(Assistant Marketing Manager) Aug 2018 – Jan 2020 (1.6 years)

Product Research

- ✓ Data Entry
- ✓ Generating Sales Leads
- ✓ Social Media Management
- ✓ Email Marketing Campaigns
- ✓ Idea Generation

Grappetite (Marketing Intern): May 2018 – Aug 2018 (3 months)

- ✓ Data Generation and Data Entry.
- ✓ Engage with the prospects.
- ✓ Manage the website content and social media accounts (Facebook, LinkedIn etc.) as needed.
- ✓ To bring different ideas for different Apps and websites.

AL-HAMD Academy

Industry: Educational Institute

Address: 165-E, Block-3, PECHS, Behind Danish Motors, Off Khalid Bin Walid Rd, Block 3 PECHS, Karachi, Karachi City, Sindh

Al-HAMD Academy (Executive Administrative Assistant) Aug 2016 – Sep 2017 (1 year)

- ✓ Facilities Management.
- ✓ Asset control & inventory.
- ✓ Office Maintenance.
- ✓ Front desk arrangements.

- ✓ Working with faculty and management team to set classes timing and demo sessions.

Al-HAMD Academy (Administrative Assistant) Jun 2016 – Aug 2016 (3 months)

- ✓ Facilities Management.
- ✓ Asset control & inventory.
- ✓ Office Maintenance.
- ✓ Front desk arrangements.

SHAH-HAANA coaching center (Assistant Teacher): Jun 2015 – Aug 2016 (1 year)

- ✓ Preparing test papers and notes.
- ✓ Dealing with the student's parents/guidance.

Achievements:

Win two deals (prospect to MQL within three months of internship at Intelligenes).
(Projects Name: Earth DNI: Social donation app and Activate: AI data driven project).

Worked on four tech products from scratch to Live at Grappetite: (Hello-Halal.com: Amazon e commerce app & web, MyGiftListApp.com: Wish list app and web, Ap Kay Kahtain Hain? (What would you say?): Gaming App, Focused Feedback: Hotels and restaurant feedback app).

- ✓ Search 5000 Halal products (USA Based) for Hello-Halal.com.
- ✓ Upload 2000 Halal products on Hello Halal website.
- ✓ Drafting 500 unique questions for Ap Kay Kehte Hain? (What would you say?) Gaming App!

Managing and analyzing the whole activity of "CA Students Evaluation Activity" at Al-hamd Academy.

Masters:

Master's in business administration from **Indus University**.

Bachelors:

Bachelor's in business administration from **HAMDARD University (HIMS)** in 2018.
(Major in Marketing)

Intermediate:

Done intermediate from **ASKARI DEGREE COLLEGE** in 2014.

Matriculation:

Done matriculation from **SHADAMAN ACADEMY** in 2012. (Computer Sciences)