



AISHA ASLAM

CONTACT

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EDUCATION

- Master of Business Administration**
| Edinburgh Business School
Heriot-Watt University – *Dubai*
Jan 2022 – Jan 2024
- BE (HONS) Electronics and Communications Engineering** |
BITS PILANI – *Dubai Campus*
Sept 2013 – Aug 2017

PROFESSIONAL SKILLS

- Cost Estimation
- Operations
- Market Research
- Digital Marketing
- Brand Marketing
- Google Ads
- AutoCAD
- Canva
- Advanced Microsoft Excel (VLookup, Pivot table, LIST, IF, INDEX, MATCH functions etc.), Word and PowerPoint

EXPERTISE

- Marketing Strategies & Campaigns
- Digital Marketing Platforms
- Campaign Development & Optimization
- Project Lifecycle Management
- Project Planning & Scheduling
- Project Milestones & Deliverables
- Market Trends
- Competitors' Insights

PROFILE

Energetic and driven MBA student possessing excellent problem-solving, communication, and project management skills. Seeking an opportunity to bring relevant experience and up-to-date knowledge of current marketing trends to assist the organization with optimizing its online presence and achieving business goals. Bringing forth broad marketing knowledge coupled with focused campaign development abilities. Adept at delivering innovative solutions that meet or exceed customer expectations, leveraging a strong understanding of technical concepts and business acumen. Strong work ethic and commitment to regulatory compliance.

CORE COMPETENCIES

- Strong analytical skills with the ability to coordinate effective strategic marketing plans
- Ability to research and develop marketing strategies that help the company achieve its goals
- Solid business acumen with exceptional skills regarding financial & marketing strategies
- Sound knowledge of various social media and understanding of leading practices
- Capable of providing financial advice and recommendations related to various projects
- Skilled in guidance, problem-solving, and conflict management for a smooth workflow
- Strong written and verbal communication skills with astonishing presentation abilities
- Solid organizational and interpersonal skills with the ability to prioritize and multi-task

PROFESSIONAL EXPERIENCE

Estimation Engineer | Edge Technical Solution LLC – *Dubai, UAE* **Nov 2019 – Nov 2022**

- Led implementation of design, BOQ generation, cost estimation, and tender document evaluation to support the sales team in project acquisition. Delivered accurate estimates while adhering to compliance guidelines.
- Collaborated with stakeholders to capture requirements and guidelines for accurate estimates and scope compliance.
- Analyzed project requirements to map timelines and ensure successful project delivery.
- Negotiated with customers, provided technical clarifications, and liaised with sales managers to close deals.
- Transformed inquiries into competitive and cost-effective quotes, clarifying technical and commercial conditions.
- Maintained organized records and managed multiple estimation projects simultaneously with consistent on-time delivery.

Research Associate Intern | BNC Network – *Sharjah, UAE* **Dec 2018 – Mar 2019**

- Collaborated with the research team to analyze construction project data, creating insightful reports for clients.
- Conducted outbound calls to gather new construction project opportunities using exceptional communication skills.
- Maintained an up-to-date IR database, ensuring timely replies to queries and enhancing customer satisfaction.
- Interacted proactively with internal departments to contribute to efficient and effective service delivery.
- Conducted primary/secondary research via the Structural Research Process platform to obtain/update project information.
- Built and nurtured long-term relationships within the construction industry to acquire critical information and insights for the company's success.

EXPERTISE (Continue)

- Administrative Support
- Social Media Management
- Online Marketing
- Relationship Building
- Strategic Planning
- Analytical Mindset
- Informed Decision-making
- Flexible & Dedicated
- Self-motivation & Initiative
- Team Building & Management

ACTIVITIES

- **Volunteer** | Community Development Authority (CDA) – *Dubai*
- **Volunteer** | Expo 2020 Dubai

LANGUAGES

- **English** 
- **Arabic** 
- **Hindi** 
- **Malayalam** 

PERSONAL DETAILS

- **Nationality** Indian
- **Date of Birth** 19 March 1995
- **Marital Status** Married
- **Visa Status** Residence Visa
- **License** Valid UAE driver's License

Technical & Operational Assistant (Intern)

Jan 2017 – July 2017

Partner Tech Corp – *Dubai, UAE*

- Maintained and updated databases for accurate record-keeping of iSolve IT and Total Care.
- Facilitated communication between the Sales department and other teams for seamless support.
- Assisted Sales Coordinators in day-to-day tasks to ensure the smooth operation of the sales process.
- Processed all orders with precision and timeliness, ensuring customer satisfaction.
- Proactively contacted existing and potential clients to recommend suitable solutions for revenue growth.
- Followed up on customer inquiries and sales leads via phone calls and emails for effective resolution of queries and concerns.
- Maintained accurate and up-to-date entries and reports in Sugar Cloud CRM for efficient tracking of customer interactions and sales progress and provided marketing support by sending company profiles and promotional materials.

Engineering Intern

June 2015 – Aug 2015

Verger Et Delporte – *Sharjah, UAE*

- Assisted the Quality Supervisor in ensuring the proper functioning of switchboards, on-site handling, and securing cables/markings.
- Conducted tests on MCBs (small electrical switches) according to given determinations.
- Analyzed and tested circuits using various types of relays and MCBs.
- Conducted detailed examinations on Induction Motors as a part of the internship.
- Collaborated with the engineering team to design compliant switchgear and switchboard products.
- Recorded test results and communicated findings to the quality control team to ensure customer satisfaction.