



# Atba Asif

## International and Business Management

Postgraduate student pursuing MSc in International Business and Management, passionate about global markets and cross-cultural business practices. Experienced in adapting to diverse contexts, collaborating effectively, and committed to continuous learning.

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## EDUCATION

### MSC in International and Business Management

De Montfort University Dubai Campus

10/2023 - Present

Dubai, UAE

### Bachelors in Industrial Engineering

NED University of Engineering & Technology

10/2018 - 08/2022

Karachi, Pakistan

#### Courses

- Supply Chain Logistics
- Operations Research
- Applied Manufacturing Process
- Project Management
- Method Engineering
- Entrepreneurship

## FINAL YEAR DESIGN PROJECT

Application of Data Science in I.E (FYDP)  
(09/2021 - 09/2022)

- Analyzing the data sets of different industries to find out the demand forecast
- Identifying the critical engineering operations outcome based on the success ratio from data and how to use it for increasing efficiency
- Focused on improving the quality, optimizing service time and increasing customer satisfaction

## WORK EXPERIENCE

### Industrial Engineer - Intern

General Tyre Rubber

02/2022 - 03/2022

Karachi, Pakistan

#### Achievements/Tasks

- Understanding the process layout structure.
- Implementation of lean methodologies Focus on improving lead time and production cycles .
- Daily visits of Plant and Machinery Maintenance.

## SKILLS

Leadership

Team Work

Pressure Handling

Sales

Customer Service

Helping Hand

Time Management

Communication

## LEADERSHIP:

### IMDAAD E INSAANIYAT

*A social welfare startup established during pandemic lockdown days in order to help white collared struggling people financially and morally. We managed to help 500+ such families living in different parts of Karachi. This helped me add a feeling of Empathy and tolerance in my personality traits.*

### IM PRINT

*Innovator and entrepreneur with 2 years' experience in business leadership. 'IMPRINT' online printing startup dealing more than 500 clients all across Pakistan. This startup helped me in developing. Management & Problem-Solving Skills Leader Communication Skills Strategy Formulation & Financial Management*

## ORGANIZATIONS

Super Highway Motorway (08/2018 - 09/2018)

*Spread awareness on transportation safety and necessary precautions which help in reducing road accidents.*