

NIMRA NAVEED SHAIKH

OBJECTIVE To work for a progressive and competitive organization offering challenges and opportunities for career progression and skills enhancement. I'm interested in working for an employer that offers a dynamic environment, excellent growth opportunities, and competitive earnings.

CAREER HIGHLIGHTS

- An inspirational lecturer displaying a thorough understanding of techniques, business research methodologies, and e-business strategies.
- Also conducted the training course regarding personal management and grooming.
- Research experience in the area of Management Sciences.
- Experienced in both qualitative as well as quantitative research.
- A detail-oriented and methodical professional, successful in developing research projects.
- Developed and executed social media marketing strategies.
- I am a passionate, focused, and motivated team player with excellent communication and problem-solving skills.
- I seek a role where I can apply skills I already possess while cultivating novel competencies by utilising the concepts obtained from my education and knowledge learned in my new role.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA/M.PHIL-18 YEARS), HEC AWARDED M.PHIL. EQUIVALENT CERTIFICATE
IQRA UNIVERSITY, KARACHI, 2012-2014
Thesis: Determinants of Consumer Perception towards Halal Chocolates in Karachi.
Graduated with 3.09 CGPA

BACHELOR OF SCIENCE (BS),
UNIVERSITY OF KARACHI, KARACHI, 2007-2011
Awarded Master's Equivalent Certificate

INTERMEDIATE, GOVT. DEGREE COLLEGE GULSHAN-E-IQBAL, KARACHI, 2004-2006
Field of Study: Pre-Medical

MATRICULATION, WHITE HOUSE GRAMMAR SCHOOL, KARACHI, 2002-2004
Field of Study: Pre-Medical

WORK HISTORY

LECTURER, VISITING, NATIONAL UNIVERSITY OF MODERN LANGUAGES (NUML) KARACHI, 2019-PRESENT

BBA, BS, MBA, AND M.COM COURSES
Marketing Principles, Marketing Management, Strategic Marketing, Consumer Behavior, Personal Management and Grooming, Business Research Methods, E-Business, Economics, and Business Policy and Strategy.

- Prepared weekly class lectures.
- Updated lecture materials periodically.
- Engaged with students and provided feedback.
- Used relevant marketing examples in class lectures.
- Prepared PowerPoint presentations for lectures.
- Remained updated on current marketing trends.
- Ensured that all materials for classes were relevant and updated.
- Graded student papers and provided constructive criticism.
- Addressed student concerns in a timely courteous manner.
- Researched and implemented creative lecture strategies.

RESEARCH OFFICER, PCMD, UNIVERSITY OF KARACHI, 2017-2018

- Performed research protocols and procedures for testing or analysis.
- Eliminated procedure gaps by effectively working on different operations.
- Assisted with training junior team members in laboratory techniques.
- Maximized efficiency by meticulously organizing and administering experiments.

ACADEMIC WRITER, WRITICON, KARACHI, 2014-2015

- Completed proposals and set up contracts.
- Maintained consistent work hours to provide responsive service to clients.
- Discussed projects and assignments by utilizing email and telephone communication.
- Utilized exceptional writing, editing and proofreading skills to produce error-free content.

RESEARCH OFFICER, HEJ, UNIVERSITY OF KARACHI, 2011-2014

- Planned and initiated research study protocols, monitored, organized, implemented and administered data collection and analysis systems.
- Created, aligned and optimized instrumentation and testing equipment.
- Gathered data to represent graphs and charts to highlighting results for presentations.

SKILLS

COMPUTER & PROGRAMMING: Microsoft Word & Microsoft Power Point, Microsoft Excel.
LANGUAGES: Good Writing, Reading and Listening Skills in English, Urdu, Basic German & Chinese.
MARKETING: Managed Facebook pages, Twitter, Instagram, LinkedIn, and Research gate accounts, emails & Social Media Marketing, Social Media Management.

CERTIFICATIONS & ACHIEVEMENTS**MANAGEMENT SCIENCES**

- **Certificate of Recognition:** Oral Presentation in the Webinar on Food Safety, Quality and Policy (2021)
Topic: Consumer Perception towards Food Adulteration and Authenticity
- International Conference: Management, Education and Social Sciences Research (2015)
- **Certificate of Paper Presentation:** Shifting Gears- Prospering in Research Culture (Iqra University in collaboration with University of Karachi and HEC) (2015)
- English News Writing- Skills Development Course (2018)
- Online courses Effective Management Skills (2015)
- Online course Digital Marketing Fundamentals (2021)
- Online course Influencer Marketing (2021)
- Training session on How to Manage references using RefWorks (2020)

ONLINE LANGUAGE COURSES

- Basic Chinese Language Program-V
- Fit-for- German
- English for University Success

PUBLICATIONS

1. **Shaikh, N. N.** (2020). *Consumer Perception towards Food Adulteration and Authenticity, Short Communication – Journal of Insights in Nutrition and Metabolism*, 4 (2), 5-6.
2. S. Y. Liew, Y. Sivasothy, **Shaikh, N. N.**, D. M. Isa, V. S. Lee, M. I. Choudhary. (2020). *βGlucuronidase inhibitors from Malaysian plants, Journal of Molecular Structure* 1221, 1-9.
3. Batool, F., Khan, M. A., **Shaikh, N. N.**, Iqbal, S., Akbar, S., Fazal-ur-rehman, S., Choudhary, M. I., Basha, F. Z. (2019) *New Benzamide Analogues of Metronidazole-tethered Triazoles as Non-sugar Based Inhibitors of β-Glucuronidase. Chemistry Select*, 4, 8634-8637.
4. **Shaikh, N. N.**, Iqbal, S., Syed, N., Khan, M. A., Moin, S. T., Choudhary, M. I., Basha, F. Z. (2019) *Carbazole-Linked 1,2,3-Triazoles: In Vitro β-Glucuronidase Inhibitory Potential, Kinetics, and Molecular Docking Studies. Chemistry Select*, 4, 6181-6189.

REFERENCES

Can be furnished on request.