**Nabeel Chauhan**

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**EDUCATION**

**Lahore University of Management Sciences**  Aug 2017 – Jun 2022

BA LLB

*Relevant Courses:* Macroeconomics, Microeconomics, Commercial Law, Introduction to Legal reasoning, Calculus

**EXPERIENCE**

**A-scent Fragrances**

*Executive – Operations* May 2020 – July 2021

* **Sanam Jung Fragrances** – Led the launch of Pakistan’s first celebrity perfume brand from **product development to executing** **marketing strategies** and did **4.5 million** in sales in the first **2 months**.
* **Classic Fragrances & Black Fragrances** – Launched **2 collections** over the course of **12 months** whilst managing the complete supply chain of **21 SKUs**.
* Increased reorder call success rate from **10%** to **33%** in **3 months** by using **optimized retargeting techniques**.
* Reduced product cost by **46%** by sourcing more cost-effective bottles and fragrances.
* Supervised **day-to-day operations** of a team of customer service representatives and set up effective customer service **procedures** and **SOPs** which led to an overall **returning customer rate** to **increase** from **7.5%** to **40.2%**.

**Just Lucid Studios**

*Manager – Business Development*March 2020 – Present

* Built and maintained relationships with key contacts and potential clients in order to attain more **video advertising opportunities**.
* Devised **custom marketing strategies** for clients by **creating unique video content** for them pertaining to their brand image.
* Notable clients include: **Daraz, Heuser, Herb Garden**.

**Chimeric**

*Co-owner* December 2020 – Present

* Set up a seamless **supply chain network** with multiple vendors that crafted unique leather products.
* Grew sales by **700%** in the first month of acquiring the company.
* Established an **international presence** by running social media ads abroad and generating international sales.

**HELIUM**

*Intern – Marketing and Activations* June 2019 – July 2019

* Worked directly with the **Key Account Manager** on **managing activations** for **Proctor and Gamble** in retail stores across Karachi.
* Presented ideas for possible university activations to **GulAhmed’s marketing team** in order to onboard them as a client.

**ADDITIONAL SKILLS AND EXPERIENCE**

* Proficient with Microsoft Word, PowerPoint
* Basic level proficiency with Excel

**HONOURS AND AWARDS**

* Received token of Appreciation from the LUMS Consultancy Group for organizing **Pakistan’s first consulting case competition**.

**EXTRA CURRICULAR**

Societies experience

**LUMS Consultancy Group**

*Director – Operations*

* Overlooked a department of **6 individuals** in **Pakistan’s first student run consulting group**.
* Was a part of the organizing team that conducted the **Pakistan’s first consulting case competition**.
* Worked on an engagement with a start-up called Orbis and guided them how to set up an **educational consulting application**.

**LUMS Shredded Fitness and Health Club**

*Director – Core Team*

* Conducted high intensity interval training classes for **200+ participants** within LUMS.
* Overlooked **17 other trainers** and guided them on how to conduct fitness classes.

**INTERESTS**

* Reading (Self-Help & Entrepreneurship)
* Bodybuilding and strength training
* Sports (Mixed Martial Arts, Football, Basketball)
* Acting and modeling in ads (Export Leftovers, IDM Pakistan, The Perfectee Company, Majic)