

Samia Ashraf

Pakistan (+92) 0334 5163628 | samia.ashraf.it@gmail.com | www.linkedin.com/in/samia-ashraf-074a1629 | Valid UAE work visa

IT Service Management Leader | ITIL Certified | Expert in Support Operations & Vendor Governance

Professional Summary

Results-driven IT Service Management (ITSM) Expert with over 15 years of success transforming enterprise support operations, optimizing service delivery, and aligning technology initiatives with business strategy. Proven ability to lead global IT teams, enforce ITIL-based frameworks, and deliver quantifiable outcomes—including over \$100K in annual cost savings, 95%+ SLA compliance, and double-digit improvements in service uptime and user satisfaction. Adept at vendor governance, asset lifecycle optimization, and performance analytics using tools such as Power BI and SAP Crystal Reports. Recognized for driving continuous improvement, eliminating inefficiencies, and fostering cross-functional collaboration across finance, procurement, and operations.

Core Competencies

- ITSM & End-User Support Leadership (ITIL V3/V4)
- Incident/Change/Problem Management | SLA & KPI Optimization
- Asset Lifecycle & Procurement Strategy | Budget Control
- Managed Services Oversight | Vendor SLA Governance
- Real-Time IT Reporting | Power BI | SAP Crystal Reports
- Service Desk Reengineering | Automation & Escalation Workflows
- Stakeholder Relationship Management | Compliance & Audits

Key Projects & Achievements

- Service Desk Optimization:** Led the transformation of the IT service desk by redesigning escalation paths, redefining support tiers, and introducing First Call Resolution (FCR) strategies. This initiative resulted in a 90% reduction in system downtime and boosted SLA compliance to over 95%.
- IT Asset Management:** Developed a centralized IT asset tracking and management system using custom reporting in Power BI and SAP Crystal Reports. Improved inventory accuracy and reduced asset losses by 25%, ensuring better audit compliance and lifecycle visibility.
- ITIL Framework Implementation:** Standardized and implemented ITIL-aligned processes for incident, problem, change, and configuration management. The framework significantly enhanced governance, minimized service disruptions, and supported ISO compliance.
- Data-Driven Reporting & Analytics:** Integrated real-time analytics using Power BI and SAP Crystal Reports to visualize ticket trends, team performance, and service health metrics. These insights empowered leadership to take proactive decisions, improving operational KPIs and resource allocation.

Professional Experience

- **IT Specialist | ThinkBiz Management Consultancy LLC, Dubai, UAE (Nov 2023 – Aug 2024)**
 - Standardized ITIL-based support services across multiple client ecosystems, improving service quality and resolution time by 30%.
 - Led implementation of automated service desk workflows, increasing SLA compliance by 28% and improving user satisfaction
 - Built performance dashboards and analytics to track ticket resolution trends, team efficiency, and SLA adherence
 - Achieved a 20% reduction in operational support costs through resource optimization and vendor performance tuning.

- **IT Infrastructure & Service Desk Operations Lead | MOL Pakistan Oil & Gas Co. B.V., Islamabad, Pakistan (Jul 2009 – Oct 2023)**
 - Directed ITSM operations for over 14 years, leading full-scale service desk modernization and ITIL-aligned governance reforms
 - Reengineered escalation and incident handling workflows, achieving a 90% drop in system downtime and 95% SLA compliance
 - Spearheaded IT asset management enhancements via tagging, lifecycle monitoring, and Power BI-based reporting—cutting asset losses by 25%
 - Championed IT budgeting and procurement, leading to a 15% year-over-year cost reduction
 - Negotiated and enforced vendor SLAs, ensuring consistent service quality and measurable improvements
 - Led infrastructure upgrade projects and service transitions, ensuring smooth rollouts and business continuity
- **Business Banking Officer | Commercial Bank Limited, Islamabad, Pakistan (May 2006 – Jun 2009)**
 - Maintained 99% accuracy in client financial record management, ensuring regulatory compliance
 - Streamlined monthly reconciliation and client reporting, improving operational accuracy and efficiency
- **Customer Relationship Officer | Union Bank Limited, Islamabad, Pakistan (May 2005 – May 2006)**
 - Elevated client satisfaction by 20% through proactive service improvements
 - Drove a 25% increase in customer retention through collaboration with Credit and Service departments

Certifications

- ITIL 4 Foundation – Axelos
- Python for Data Science – IBM
- Data Science & SQL – IBM Developer Network
- ISO 14001 & 45001 Training
- Microsoft Power BI & SAP Crystal Reports

Education

Master in Computer Science

Technical Expertise

- ITSM Platforms: ServiceNow, SysAid, ManageEngine
- BI & Reporting Tools: Power BI, SAP Crystal Reports
- Database Management: SQL
- AV/Collaboration: Zoom, MS Teams
- Asset & Procurement Tools: CMDB, PR/PO Systems
- Project & Risk Management: IT Governance, Compliance, SOPs