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Dubai

AKBER LAASI

SME COORDINATOR | MARKETING SPECIALIST | GRAPHIC DESIGNER | WEBSITE DEVELOPER | INFORMATION TECHNOLOGY TEACHER | COORDINATOR | CURRICULUM DESIGNER | CAREER COUNSELOR

A results-driven professional with expertise in SME coordination, online marketing, and creative content development. As an SME Coordinator and Marketing Specialist at Signify Financing, I oversee business account openings, streamline loan processing, and optimize marketing strategies to drive client engagement and business growth. I manage the company's digital presence, ensuring compelling content and impactful campaigns that resonate with target audiences.

In my freelancing career, I have successfully delivered high-quality graphic design and WordPress website solutions to over 6,000 global clients, consistently exceeding expectations. My educational background enables me to simplify complex concepts, empowering students to excel in Cambridge CAIE exams while fostering practical, hands-on skills.

Committed to excellence, I leverage a blend of creative, technical, and strategic expertise to deliver results that drive both individual and organizational success.

PROFESSIONAL EXPERIENCE

MARKETING SPECIALIST (Online / On-Site) | SME COORDINATOR **DEC 2024 – PRESENT**
SIGNIFY FINANCING SERVICES **DUBAI, UAE**

Marketing Specialist:

- Lead the management and optimization of the company's website and social media platforms, ensuring brand consistency and maximizing audience engagement.
- Design high-impact digital content, including ads and promotional materials, aligning with brand identity and driving client acquisition.
- Collaborate with cross-functional teams to translate business objectives into engaging marketing strategies, leveraging data insights to optimize campaigns.
- Ensure cohesive brand messaging across all touch points, contributing to both online and offline marketing initiatives.

SME Coordinator:

- Oversee SME client onboarding, facilitating business account openings and streamlining loan processing to ensure smooth, efficient services.
- Provide tailored financial solutions, guiding clients through the loan process and recommending banking products aligned with their needs.
- Build and maintain strong client relationships, acting as the primary point of contact to ensure ongoing satisfaction and business growth.
- Collaborate with internal teams to create customized financial strategies that help SMEs achieve their business objectives.

FREELANCER **NOV 2019 – PRESENT**
FIVERR, UPWORK & INTERNATIONAL CLIENTS

- Designed logos, menus, posters, booklets, and social media creatives for diverse international clients, ensuring brand alignment and visual appeal.
- Developed WordPress-based websites, managing the full project lifecycle from concept to deployment for both local and international clients.
- Delivered high-quality graphic design services on platforms like Fiverr and Upwork, consistently meeting and exceeding client expectations.
- Collaborated with clients to understand their design needs, translating their ideas into impactful visual content for various digital and print mediums.
- Managed multiple projects simultaneously, ensuring timely delivery while maintaining exceptional quality across all design work.
- Built a reputation for reliability, creativity, and customer satisfaction, growing a portfolio of over 6,000 satisfied clients worldwide.

CERTIFICATIONS

- "INTEL teach to the future" certification from INTEL
- Microsoft Office
- Computer hardware maintenance-cum- trouble shooting course
- Microsoft Certified Innovative Educator
- Microsoft Certified Innovative Educator (Expert)

TECH SKILLS

- Network configuration
- IT tools
- Cyber security solutions
- Office automation
- Data retrieval
- LMS handling

LANGUAGES

- English
- Urdu
- Hindi

SENIOR FACULTY OF IT DEPARTMENT – CAMBRIDGE SECTION
BVS PARSI HIGH SCHOOL

NOV 2011 – JUNE 2024
KARACHI

- Delivered Cambridge O’Level syllabus, incorporating modern computing concepts and practical IT exercises to enhance student engagement.
- Developed and deployed curriculum, resources, and assessments, ensuring alignment with academic objectives for secondary and higher secondary levels.
- Provided academic counseling, helping students address learning gaps and guiding them in making informed career choices, especially in IT.
- Managed online and hybrid classes, facilitating effective learning environments, and organized educational field trips for experiential learning.
- Conducted workshops and seminars on emerging technologies, while implementing G Suite to improve institutional efficiency.
- Assisted management by troubleshooting technical issues and served as a liaison between faculty, students, and administration.

STAND OUT ASPECT: Since assumption of role as a Computer Science teacher for O’levels, the Cambridge CAIE results have dramatically improved. The accomplishment has also been acknowledged and hailed by the institute.

- This blessing made possible by decade-long research and experience mix. The out-of-box techniques, more than often, give students a comparative edge over others.

CAREER COUSELOR & MARKETING EXECUTIVE

MAY 2009 – AUG 2012

APTCH COMPUTER EDUCATION: AZFAM TECHNOLOGIES PVT. (LTD)

KARACHI

- Recruited candidates for IT programs, analyzing data to assess strengths and inform strategic decisions.
- Organized orientations, structured courses, and set timelines for smooth program execution.
- Provided career counseling, guiding students through career paths and potential challenges.
- Led marketing efforts, collaborated with media, integrated feedback for course improvements, and managed projects, leading teams to meet deadlines.

COORDINATOR – ADMIN OFFICER

DEC 2006 – JAN 2009

HABIB EDUCATION TRUST – HABIB GROUP

KARACHI

- Catered to all administration affairs of the trust including correspondence and management of day-to-day office affairs.
- Controlled policies and ensured compliance in true spirit.
- Oversaw IT infrastructure while ensuring seamless networking.
- Acted as web and network administrator, also ensured swift and appropriate response of posted queries.
- Pioneered and implemented “Quick School Software” in educational trust, also trained the human resource for future capacity building.
- Standardized and automated key processes and frameworks, streamlining the travel function, and furnishing time-bound reports.

COMPUTER COORDINATOR

DEC 2004 – DEC 2006

WHITE HOUSE GRAMMAR SCHOOL

KARACHI

- Coordinated the academic dimensions of computer science from basic to secondary classes.
- Methodically crafted schedules and timelines for optimal completion of syllabus.
- Handled software and hardware management responsibilities in campus single-handedly.
- Strategized the academic course of action by integrating feedback from pupils and guardians.
- Furnished regular reports to the high-ups on regular and situational basis.

COMPUTER INSTRUCTOR

AUG 1995 – DEC 2004

AGHA KHAN EDUCATION SERVICE

KARACHI

- Provided extensive instructional and administrative services to the students and institution alike. During stint with AKES, improved grades of the students remained hallmark, reflecting the high quality of teaching.

EDUCATION

- Intermediate/1994
- Matriculation/1992

WORKSHOPS ORGANIZED

- Inter-school workshops on usage of educational software including LMS
- Workshop on iEARN at US Embassy in Karachi
- Office automation for schools at Aga Khan Education Service, Pakistan, community-based schools, and EDUCARE

WORKSHOPS & CONFERENCES ATTENDED

- National Conference on Technology in Education
- “Computer Whiz and Right Byte” by Oxford University Press
- INTEL Teach to the Future
- “Connecting Youth – Making a Difference in the World” by iLearn
- Information Oriented Education in Creating a Better World by UNESCO