

# Nayab Elahi

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## ACADEMIC QUALIFICATION

**MS Project Management** — Riphah International University, 2023, GPA 4 (Gold Medal, highest GPA 3.93 in program)

Thesis: *Bending Without Breaking — Impact of Resilience on Project Management*

**MBA** — Virtual University of Pakistan, 2013, GPA 2.3

**BSc.** — University of the Punjab, 2005, GPA 2.79

**Certification:** Affiliate Financial Accountant (AFA), Institute of Cost & Management Accountants of Pakistan

## RESEARCH INTEREST

Data Science for Project & Business Management · Predictive Analytics & Decision Analysis · Big Data, AI Applications in Risk & Resource Allocation

## PROFESSIONAL EXPERIENCE

### **Expert Reporting & Analysis — PMCL Jazz Pakistan (June 2025 – Present)**

Developed and automated commission & payout dashboards, improving reporting efficiency by 30% with real-time visibility into sales and revenue performance. Led end-to-end KPI and incentive management for nationwide B2B channels at 100% accuracy. Delivered data-driven insights and ad-hoc analysis that influenced sales strategy and optimized incentives.

### **Asst. Manager Charging Products — Project Manager — Telenor Pakistan (June 2019 – Nov 2024)**

Led a cross-functional team of 11 to streamline data collection, improving project risk-tracking efficiency by 90%. Created real-time dashboards for executive management, enabling faster decision-making on project performance and KPIs.

### **Data Analysis & Reporting (Additional Role) — Telenor Pakistan (June 2019 – Nov 2024)**

Project analytics, reporting, and performance analysis; developed automated dashboards improving reporting efficiency by 95%.

### **Agile Product Manager — Telenor Pakistan (May 2018 – Dec 2021)**

Defined product strategy, roadmap, and priorities aligned with customer needs and business goals. Bridged business and technology teams through backlog management and agile ceremonies. Used data insights, market research, and customer feedback to enhance digital products and user experience.

### **Internet & Devices Support / QA Officer — Telenor Pakistan (Oct 2015 – Apr 2018)**

Web and mobile application testing — test plan and case design, execution, API testing, and functional, sanity, and regression testing. Bug tracking, issue reporting, and verification.

### **Freelance & Part-Time Roles — Pakistan (2000 – 2015)**

Home tutoring, personal assistance, and front-desk management, supporting family income while building communication and organizational skills.

## TECHNICAL KNOWLEDGE / SOFTWARE

**Data Analytics:** SQL, Python, Power BI, MS Excel, Tableau

**Tools:** Jupyter Notebook, VS Code

**Methods:** Data Visualization, Forecasting, Reporting Automation

## RESEARCH EXPERIENCE

**MS Thesis — Bending Without Breaking: Impact of Resilience on Project Performance.** Investigated how individual and organizational resilience influence project outcomes under uncertainty. Quantitative, survey-based research using regression and hypothesis testing. Findings confirmed resilience significantly improves adaptability, risk management, and project performance. Tools: SPSS, MS Excel.

Independent research/writing: *Impact of AI on Project Management — Literature Review*

## CONFERENCE

**ICMBP-2024 — International Conference on Managing Businesses & Projects**, Feb 23–24, 2024. Organized by Riphah School of Business and Management. Theme: Equity & Sustainability: Inclusive Growth for a Better Future. Presented: *Bending Without Breaking: Examining the Effects of Social Capital on Individual Resilience, Project Citizenship Behavior, and Project Performance.*

## CERTIFICATES

Google Data Analytics Specialization (Coursera)

Google Project Management Certificate (Credly)

## SCHOLARSHIPS & ACHIEVEMENTS

Gold Medal — highest GPA (3.93) in MS Project Management

Merit-Based Scholarship, all semesters — Riphah School of Business Management, 2020–2022

High Flyer Award — Telenor Pakistan's highest company award, Q4 2022

Go Getter Award — Telenor Pakistan's second-highest award, Q1 & Q2 2020, Q3 2021

## EXTRACURRICULAR ACTIVITIES

Volunteer, COVID-19 Support Club (2019–2023) — collected, managed, and distributed relief funds for children's education and food support. Competitive debater at school and undergraduate level, multiple regional awards. Badminton player, school and college level, several local tournament wins.

## PROFESSIONAL MEMBERSHIPS

Institute of Cost & Management Accountants of Pakistan — Affiliate Financial Accountant (AFA–ICMAP)

## REFERENCES

Available on request.