



# ALIA KHAN

Sales Support

*Electrical Engineer with MSc in International Business Management  
& Marketing*

## Contact

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## Education

MSc International Business Management  
with Marketing  
*Heriot Watt University | 2023-2024*

Bachelors in Electrical, Electronic and  
Computer Engineering  
*Heriot Watt University | 2020-2023*

## Experiences

### Tools and Software

Employed Spyder and database management systems to extract, manipulate, and analyze large datasets

### Research

Conducted extensive market research on emerging trends and competitive analysis for my Master's program, Developing comprehensive research reports.

### Certifications

Achieved Certifications in Data Visualization, Project Management, Consulting Foundations and others from organizations such as Siemens, LinkedIn and ProjectSet.

## Summary

As an Electrical Engineer with a Masters in Business, I am seeking a position to enhance my skills and gain valuable professional experience. I am dedicated, ambitious, and eager to contribute, learn, and maximise opportunities. My primary interests include Digital Marketing, Research and Consultancy.

## Work Experience

Aero Sales Operations Analyst  
*GE VERNOVA | 2025-Current*

- Analysing global Demand and Supply data for the Aero Services department to provide a view of market dynamics and generate actionable insights.
- Support the Americas Sales Operations in daily management and defects tracking, ensuring data base accuracy and timely demand reporting.
- Leading projects on historical fleet analysis and year on year pipeline health to increase forecasting accuracy to 87%, leading to increased demand fulfillment.

Channel Sales Support- Intern  
*SIEMENS | 2023-2024*

- Order Processing: Assisted in the processing of sales orders, ensuring timely and accurate fulfillment of customer requests. Collaborated with various departments to facilitate smooth order execution and delivery.
- Learning and Development: Proactively sought opportunities for professional growth and development. Participated in training sessions, workshops, and industry events to stay informed and practice the latest trends and best practices in sales support.

Customer Care Support- Intern  
*SIEMENS | 2022-2023*

- Maintain Order in the Customer Care Center's (CCC) team in Dubai by handling main IT tools monitoring, data management and task creation.
- Creating AGT's to enable customer care representatives efficiently handle customer inquiries and issues, and ensured consistency in providing solutions to customers. Personally ensure Customer Satisfaction with effective problem-solving, communication, and timely resolution of each case. clari

## Skills

- Applied Research
- Project Management
- Marketing Strategy
- Data Analysis and Visualization
- Strategic Decision Making
- MS Office
- Presentation
- Collaboration
- Communication
- SQL

## Positions Of Responsibility

### Vice President Of Literary Society

- Lead Club Initiatives Managing budget to implement initiatives.
- Led a board of 40 students to publish the Institute newsletter.
- Initiated fast track work, a full-fledged design team, and streamlined process while enhancing work atmosphere.

### Council Media Team- Content Writer

- Writing about Events held in the university and detailing future occasions and opportunities.
- Editing articles, reports and posts.

### Script Writer- Banana Peel Podcast

- Founded the Banana Peel podcast for the literature geeks of the university and wrote scripts ranging from comprehensive poetry analysis to critical reviews of celebrity memoirs.

### Social Media Manager- Literary Club

- Ensuring the club achieves a strong social media presence by handling posts and inquiries.
- Assisting in developing concepts with viral potential.
- Increasing follow count and social media visibility.

## UAE Driving License Holder

## Technical Projects

### Building Design Challenge: Engineering without Borders

- Built a sustainable school in Lobitos, Peru.
- Provided stable electricity, managed costs, and designed structure and interior.

### Undergraduate Research Competition

- Worked on improving torque-speed performance through a hybrid powertrain.
- 3D-printed a model aimed at reducing the cost of manufacture.

### Innovation Challenge for Entrepreneurship: ICE-21

- Designed and planned the implementation of roads that charge electric cars on the go.
- Aimed at reducing time consumption significantly.

### Design and Research: Gravity Compensated Robotic Arm

- Reduced motor cost of the arm.
- Built a 6DOF robotic arm using modular parts and added springs to enhance the existing 2DOF arm.

### Final Year Project: Building a Women Safety Device

- Developed a women's safety device with GPS tracking, GSM warnings, voice recognition activation, and an integrated self-defense mechanism.

## Research Projects

### Market Research for Mercedes-Benz EQA and Dubai SUV Market

- Conducted in-depth market research on the Mercedes-Benz EQA.
- Analyzed the SUV market in Dubai to provide actionable insights.

### Research Proposal: Navigating Departmental Dynamics and Silo Mentality at Siemens Dubai

- Explored how departmental dynamics and silo mentality influence leadership perceptions among men and women at Siemens Dubai.

### Impact of Social Media Influencers on Brand Loyalty

- Studied the influence of social media influencers on brand loyalty among millennials in the UAE.
- Provided insights into effective influencer marketing strategies to increase brand engagement and loyalty.

### Brand Perception Study for Tech Startups in Dubai

- Researched consumer perceptions and brand awareness of emerging tech startups in Dubai.
- Offered strategic insights to improve brand positioning and market penetration.

## Volunteer Work

- COP28: ZHO'S Bee Café by the People Of Determination
- EXPO 2020 Dubai
- Freshers Fair
- Wellbeing Week
- HWUD Blood Drive