



# Aastha Sharma

## Assistant Portfolio Manager

I moved to the UAE two years ago and began my career in an administrative role, where I developed a strong foundation in coordination and operations. With a growing interest in the UAE real estate market, I proactively expanded my knowledge of market trends and portfolio management. Through dedication and continuous learning, I progressed into supporting management with portfolio monitoring and reporting, contributing to informed investment decisions.

## Contact

### Phone

+971 506645381

### Email

aastha1753@gmail.com

### Nationality

Indian

### Address

Dubai Marina, Dubai, UAE

## Education

2021 - 2024

### Bachelors in Science in Culinary Arts

Symbiosis School of Culinary Arts

2019 - 2021

### High School Graduation

Sudhir Memorial Institute, India

## Soft Skills

- Analytical Thinking
- Communication Skills
- Time-Management
- Team Collaboration
- Negotiation Skills
- Problem-Solving

## Language

English

Hindi

## Experience

### 2025-2026

Aarvees Group

#### Brand Associator

Identified and evaluated suitable brands for collaboration with new projects, ensuring alignment with the project's vision and target audience. Led negotiations and facilitated brand association agreements, balancing both the project's objectives and brand expectations. Supported strategic brand partnerships by understanding brand requirements, ensuring effective integration, and maintaining strong relationships with partners.

### 2024 - 2025

Aarvees Group

#### Assistant Portfolio Manager

Handled marketing activities for newly launched real estate projects, including campaign coordination, lead generation, and portal management. Supported basic sales functions such as client follow-ups, property presentations, and closing assistance. Assisted management in portfolio monitoring, tracking asset performance, and preparing periodic reports.

## Achievements

- Managed marketing campaigns for newly launched real estate projects, generating qualified leads within the first quarter.
- Assisted in sales activities, including client follow-ups, property presentations, and closing support, contributing to AED 2M+ in sales.
- Identified and onboarded 3+ suitable brands for project collaborations, ensuring alignment with project positioning and target audience.
- Developed strategies for brand integration that enhanced project visibility and customer engagement.
- Maintained strong relationships with brand partners, ensuring 100% satisfaction and collaborations.
- Coordinated joint marketing and promotional activities between the project and partner brands, strengthening overall brand presence in the market.

## Reference

### Rohit Verma

Vice President & CEO

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