

HABIBA MOIN

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EDUCATION & CERTIFICATIONS

Institute of Business Management , Karachi, Pakistan

Dec 2024

BS JH in Business & Psychology

Relevant Coursework: Psychological testing and rehabilitation training, Research and workshops, HR skills.

Honors and Awards

Extern Inc.

May 2026

Certificate in Operational Strategy and People Analytics

IOBM

Certificated in Psychological testing and rehabilitation training

Pakistan Business Council

Certificate of participation in Cultivating Livelihood Summit

Tripscon

Certificate of Employee of the month

Karachi university

Certificate of participation and presentation of Women Empowerment Research in 5th International conference.

RELEVANT EXPERIENCE

Self-Employed

Remote

Home Baker

Oct 2025 - Present

- **Product Development:** Introduced and scaled a menu of nearly 20 custom bakery items, perfecting recipes for consistent taste and flavor balance.
- **Packaging & Quality:** Designed premium, aesthetic packaging solutions that protect product integrity during transit and enhance customer unboxing.
- **Operations:** Managed end-to-end small-batch production, sourcing high-quality ingredients while upholding strict food safety and quality standards.

Extern Inc.

Remote

Amazon Fulfillment Centre by Operational Strategy and People Analytics Intern

Jun 2026 - Aug 2026

- Analyzed unstructured employee feedback to identify workforce attrition risks, productivity blockers, and key operational pain points within Amazon Fulfillment Centers.
- Created segmented cohorts profiles using qualitative data analysis and thematic coding to surface role -specific challenges and recommend targeted interventions.
- Developed business-ready briefing notes and strategy decks synthesizing frontline insights into actionable operational recommendations.

NOWPDP

Human Resource Intern

On-site

Jul 2023-Aug 2023

- Assisted in recruitment processes such as screening resumes and scheduling interviews.
- Planned employee engagement activities.
- Developed Dashboards.
- Assisted in monthly newsletters.
- Revised HR SOP'S and practices.

Tripscon

Operational Management Intern

On-site

Jan 2023-May 2023

- Looked at recent social performance and identified trends
- prepared profiles for their vendors
- kept track of customers and vendor's preferences

VOLUNTEER EXPERIENCE

Daraz.pk

Virtual Assistant

Jun 2022- Sept 2022

- Conducted high-demand product hunting and competitor analysis on Daraz.pk to identify profitable product niches.
- Sourced inventory from local manufacturers and wholesale suppliers while negotiating optimal pricing to maximize profit margins.
- Executed end-to-end account setup and seller verification on the Daraz Seller Center.

The Citizen Foundation

Summer volunteer

June 2015- July2015

- Facilitated engaging learning sessions and activities for underprivileged students during the summer program.
- Tracked daily attendance, student performance, and activity outcomes to assist school management with reporting.
- Coordinated logistics, learning materials, and event setups to ensure smooth daily operations at the school site.

SKILLS

Productivity Software: Microsoft Word, Microsoft Excel, SPSS, Smart PLS, Google Python, Canva.

Communication Software: Zoom