

## BBA Hons 2023



Date of Birth 30/07/1999  
Hometown: Islamabad/Peshawar  
Email:  
abdullah.gurwara@gmail.com  
Contact: 03208351622

**Lahore School of Economics**  
Main Campus: Intersection Main  
Boulevard Phase VI DHA and Burki  
Road, Lahore, Pakistan. Tel: (042)  
36560935-9  
Fax: (042) 36560905  
www.lahoreschoolofeconomics.edu.pk

# ABDULLAH MUHAMMAD

## EDUCATION & QUALIFICATIONS

---

**Lahore School of Economics** **May 2023**  
Bachelor of Business Administration (Honors) (Major)  
Marketing and (Minor) Media **CGPA: 3.09**  
**Keynesian Institute of Management Sciences** **May 2019**  
GCE Advanced Level

## EXPERIENCE

---

**Frontier Foundry Steels** **June 2022 - Jul 2022**

*Intern, Marketing department*

- Content writing topics
- Deciding FAQs

**Synergy Traders** **June 2019 - Jul 2019**

*Intern, Distribution department*

- Assisted with the distribution of Whistlez to the convenience store and small-scale retailers, Parent company: Rupali Foods Limited

## RESEARCH & PROJECTS

### Operations Management | Waves Singer

- Gained hands-on experience and access to daily operations of Waves electronic appliances
- Studied: Process flow charts, Quality assurance, and Supply chain management

### Strategic Management | Daily Deli

- Employed strategic analysis models to evaluate the company's current position compared to its competitors.
- The models used included SPACE, IFE, EFE, SWOT, and Grand Strategy Matrix.

### Industrial Marketing | Leopards

- Analyzed 4Ps of B2B relation.

### Advertising | Haleeb Foods Limited

- Developed communication brief, media campaign, media plan, and digital strategy after primary and secondary research of the brand's consumers and prospects.

### Consumer Behavior | S-Think Watch

- Analyzed the consumer buying process of the company's customers.
- Industry analysis and Competitive advantage

## HONORS & AWARDS **February 2019**

---

- Got experience by attending the course in communication skills given by Raja Zia Ul Haq, CEO of YouthClub

## EXTRACURRICULAR ACTIVITIES

- Community service with the Rizq foundation **May 2020**

## SKILLS & INTERESTS

---

- Adept at using Microsoft Office and Adobe Illustrator
- Proficient interpersonal skills and comfortable working as a team player.
- Soft skills: Confident in communication
- Languages: English, Punjabi, Urdu & Pashto