# OBJECTIVE

To pursue a challenging career and be a part of progressive organization that gives a scope to enhance my knowledge and utilizing my skills towards the growth of the organization.

## **EXPERIENCE**

#### **Marketing Manager** Sep 2023-(current)

# Partex Technology

#### Promoted to marketing Manager.

## Sales And **Marketing Associate**

# Partex Technology

Currently working here as Sales and Marketing Associate.

# Jan 2023-Sep 2023

# **Eclipse resort Living and Mall**

Ran the overall social media of the company as well as Created and optimized social media ads including Google

# **Digital Marketing Expert** June 2021 - Dec 2022

# **Eclipse resort Living and Mall**

**Marketing Trainee** May 2021 - June 2021

Incorporated the use of Trello, created marketing dashboards, made graphic visuals for print media and social as well as managed the wordpress site.

# **Digital Marketer**

#### IM Durshal

Sep - Dec 2020

Worked as a digital marketer for Digilaundry

# **EDUCATION**

## MBA(MARKETING)

## **IMSCIENCES**

2018-2020

Did my MBA in Marketing from institute of Management Sciences, Peshawar, Kpk, Pakistan

#### **BBA(FINANCE)**

## **IMSCIENCES**

2014-2018

Did my BBA major in Finance from institute of Management Sciences, Peshawar, Kpk, Pakistan

#### **INTERMEDIATE FSC** 2013-2014

## PESHAWAR MODEL DEGREE COLLEGE

Fsc from Peshawar model degree college, Peshawar, Kpk, Pakistan

# CERTIFICATION

2021

2020

2019

2018

# **Fundamentals Of Digital Marketing**

Certification provided by Google for completing a course relating to digital marketing tools.

## **Public Procurement**

Certificate program in public procurement by Governance Global Practice, The World Bank

### **Certification in Supply Chain Management**

Institute of Management Sciences Peshawar

## HSK<sub>1</sub>

Received my HSK 1 chinese proficiency certificate.

# **SKILLS**

WordPress Development

**Digital Marketing** 

Graphic Design

**Content Writing** 

SEM/SEO

Video Editing

# SOFTWARE

Powerpoint

Photoshop

Illustrator

Adobe Aftereffects

Adobe Premier pro

Microsoft Excel

### DISSERTATION / FINAL YEAR

Effect of fund size on conventional equity fund performance in Pakistan

# **AWARDS**

## **Partial Scholarship**

2014

Received partial scholarship based on merit in BBA

# LANGUAGES

**ENGLISH** 

URDU

**PUSHTO** 

CHINESE AT HSK 1 LEVEL