

Tanzeela Ashraf

Business Graduate

A passionate and goal-oriented Business graduate with a specialization in Marketing, equipped with a solid understanding of core business concepts and modern marketing strategies. Eager to apply academic knowledge in a real-world setting, enhance professional skills, and contribute meaningfully to the success of a forward-thinking organization.

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EDUCATION

Bachelors of Business Administration Namal University Mianwali

2021 - 2025

Courses

- Business Management
- Consumer Behavior
- Digital Marketing
- Entrepreneurship
- Integrated Marketing Communication
- Principle of Marketing
- Data-Driven Marketing
- Strategic Brand Management
- Retail & Sales Management
- Customer Relationship Management

WORK EXPERIENCE

Internee

Nomads Media Agency

08/2024 - 09/2024

Achievements/Tasks

- Coordinated daily tasks for a team of 3, ensuring smooth project execution under tight deadlines, enabling on-time delivery of 4 major projects.
- Conducted market research and competitor analysis to inform campaign strategies, compiling data on 5 key competitors, which enhanced campaign relevance and client satisfaction.
- Supported email marketing initiatives and campaign performance tracking

Team Management

Namal Character Building society(NCBS)

2022 - 2023

Achievements/Tasks

- Led a team of 10 students to address low awareness of ethical leadership on campus, organizing 5 events and sessions on ethics and social responsibility, increasing student participation by 30%.

Deputy Director

Scholar Bridge Society(SBS)

2025 - 2025

Achievements/Tasks

- Helped organize educational events and workshops, and managed team activities.
- Supported decision-making, built partnerships, and shared information between team members.

Private Home Tutor

Self-employed

2021 - Present

Achievements/Tasks

- Provided one-on-one academic support to school students in subjects like Math, Physics, Computer and English etc. Designed customized lessons to match learning needs, leading to improved grades and confidence. Maintained regular communication with parents and ensured consistent progress, resulting in long-term learning partnerships.

SKILLS

MS Office

Graphic Designing(Canva)

Power BI

Digital Marketing

Social Media Management

creativity

Time Management

Problem-solving

Team work

PERSONAL PROJECTS

Withania Coagulans Herbal Tea: A Branded Approach for Diabetic Care in Pakistan (2024 - 2025)

- Identified a gap in the market for diabetic-friendly herbal products and developed a unique herbal tea brand Paneer Sip using Withania Coagulans (Paneer Booti). Led end-to-end development - from product formulation and consumer research to packaging, social media marketing to build awareness. The project resulted in the successful launch of Pakistan's first branded diabetic herbal tea, combining traditional healing benefits with modern branding to meet real health needs.

CERTIFICATES

Power BI

Data Camp

Digital Marketing Associate

Meta Certified

Digital Marketing Strategy

Simplilearn|Skillup

Social Media Marketing

Great Learning

Google Soft Skills Program

PAFLA

Agribusiness Forum

Namal University Mianwali

10th ICIBM Conference

UCP Business School

LANGUAGES

Urdu

Full Professional Proficiency

English

Professional Working Proficiency

Saraiki

Native or Bilingual Proficiency

INTERESTS

Social Media

Market Research

Event Planning

Travelling

Hiking

content Creation