

Sidra Ramzan

BBA Graduate

Creative marketer in the making, pursuing a BBA in Marketing with a love for brand building, content design, Known for energy, innovation, and strategic thinking. I thrive in collaborative spaces where ideas turn into meaningful campaigns and real-world impact.



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📍 Mianwali, Pakistan

EDUCATION

Bachelors in Business Administration Namal University Mianwali

09/2021 - 09/2025

Intermediate Daanish School Mianwali

05/2018 - 07/2020

PERSONAL PROJECTS

Revolutionizing Natural Sweetness for Health conscious consumers with the lens of Stevia (08/2024 - 05/2025)

- Developed and launched Stevia Essence, a zero-calorie sweetener targeting health-conscious consumers.
- Designed and executed a creative social media marketing campaign, increasing product awareness and customer engagement.

Neuro Networking (06/2024 - 09/2024)

- Explored the fundamentals and applications of Neural Networks in modern technology and data processing.

Sui Dhaaga Clothing Traditional Attires (2024)

- Proposed a project to boost women empowerment and confidence by rising economic power through traditional attires

WORK EXPERIENCE

Internship Torque 360 Lahore

05/2025 - 08/2025

tasks

- Assisted in organizing employee engagement activities and internal events.
- Maintained attendance records and updated employee documentation.
- Gained hands-on experience with HR practices and internal communication processes

Dramatics Director NKAM Society Namal University Mianwali

06/2023 - 07/2024

tasks

- Promoted creativity, teamwork, and time management among members.

Environmental Society Volunteer Society at Namal University Mianwali

03/2023

SKILLS

Effective Communication

Time management

Creativity

Adaptability

Emotional intelligence

ORGANIZATIONS

Torque 360 Lahore (06/2024 - 08/2024)

internee

CERTIFICATES

Agri Tourism Conference (12/2023)

Enhanced understanding of the role of entrepreneurship in promoting rural development and eco-friendly tourism.

10th ICIBM UCP Lahore (04/2025)

Presented a case study and research work focused on innovative business strategies and market adaptability.

internee at Torque 360 Lahore (06/2024)

Naat competition (02/2023)

LANGUAGES

Urdu

Full Professional Proficiency

English

Professional Working Proficiency

Saraiki

Full Professional Proficiency

Punjabi

Native or Bilingual Proficiency

INTERESTS

Badminton

Makeupart

Cooking

Dress designing

Singing

Fine arts