



# Ghulam Yaseen

Student

Motivated BBA student specializing in Business Analytics. Skilled in data analytics using R, Excel, and machine learning techniques. Passionate about leveraging data to drive strategic business decisions, with strong analytical thinking, problem-solving, and communication skills.

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## EDUCATION

### Bachelor of Business Administration (BBA) Specialization: Business Analytics

Namal University, Mianwali

12/2021 - Present

## WORK EXPERIENCE

### Outreach Coordinator Marketing Office

03/2023 - 08/2024

Namal University Mianwali

Achievements/Tasks

- I worked as an Outreach Coordinator in the Marketing Department of Namal University for six months, where I developed strategic outreach initiatives, coordinated events, and managed communications to enhance the university's visibility and increase student enrollment.

### Lab Assistant Namal Agri-Tech

08/2022 - 02/2023

Namal university Mianwali

Achievements/Tasks

- I worked in soil testing lab as a lab assistant in Namal Agri Tech Lab for six months, where my responsibilities included measuring soil parameters such as pH, nutrient levels, and composition. I conducted field sampling, performed laboratory analyses, and prepared detailed reports to inform soil management and agricultural practices.

### Medical Assistant Namal University Dispensary

12/2024 - Present

Namal University Mianwali

Students Society

Achievements/Tasks

- Assisting medical staff in providing primary healthcare services to students and faculty. Responsible for maintaining patient records, managing appointments, and ensuring the smooth operation of daily clinic activities. Skilled in basic medical procedures, patient care, and administrative support in a clinical setting.

## SKILLS

MS excel

Power BI

Video Editing

Teamwork

Management

## PERSONAL PROJECTS

### Final Year Project – AR Marketing Agency

- Designed and developed an innovative Augmented Reality (AR) Marketing Agency concept aimed at revolutionizing customer engagement for brands. The project focused on integrating AR technology into marketing strategies to create immersive brand experiences, enhance customer interaction, and boost conversion rates. Involved market research, prototype development, and strategic planning for AR campaign execution.

## CERTIFICATES

- Introduction to Generative AI

- Certificate of participation in Agri business forum Namal University Mianwali.

- Introduction to Power BI with DAX.

## LANGUAGES

English

Professional Working Proficiency

Urdu

Full Professional Proficiency

Balochi

Full Professional Proficiency

Siraiki

Full Professional Proficiency

Sindhi

Full Professional Proficiency

## INTERESTS

Cricket

Graphic Designing

Hiking

Travelling