



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

SKILLS

- MS excel
- Power BI
- Video Editing
- Teamwork
- Management

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.

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