

# Ahsan Abdullah

Address: P.O Gabbar Arain, Tehsil Ali Pur, District Muzaffar Garh  
Email: [abdullahahsan0021@gmail.com](mailto:abdullahahsan0021@gmail.com)

Cell: +92 (301)-5446747  
LinkedIn: [abdullah-ahsan-malik](#)

## OBJECTIVE

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A 23-year old Business major and a technology freak. I am running in the pursuit to master the art of marketing by working in a challenging environment. So, hoping to join a dynamic association to improve and gain proficiency with abilities like Digital Marketing & Consumer Behavior.

## EDUCATION

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### Bachelor of Business Administration

09/18 –Continue

- Namal Institute Mianwali, Pakistan
- **Major Courses:** Consumer Behavior, Principles of Marketing, Human Resource Management, Organizational Behavior, Project Management, Production & Operation Management, Total Quality Management, Principles of Management, Brand Management, Services Marketing, International Business Management.

## WORK EXPERIENCE

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### ▪ HR Intern, Gao tek

06/2021 – 9/2021

- Gao Tek is a member of Gao groups and sells embedded development tools, telecom testers, video surveillance, and alarm.

### ▪ Intern, Al Huda Center of Islamic Banking & Finance

08/2021 – 12/2021

- Working for 16 years to promote Islamic Banking and Finance, they had organized several seminars and workshops in the areas mentioned above. It was a Virtual Internship cum Learning opportunity for me.

## PROJECTS

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- **Consumer Behavior Class Project:** We were given a product and told to sell it. We made a report on the behavior of the customers and the profit made during this session.

## SKILLS

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- **Tools:** MS Word, MS Excel, MS PowerPoint, MS Project

## HONORS AND AWARDS

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- Merit Scholarship at Namal Institute Mianwali

## EXTRACURRICULAR ACTIVITIES

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- Event Manager, Namal Klub for Arts & Media
- HR, Namal Sports & Adventure Society
- Executive Member, Student Work Experience Program
- General Member, Namal Society for Social Impact