

Tayyaba Iqbal (BBA)

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Business Administration student specialized in Marketing at Namal University, declared as best student for three consecutive years, seeking to leverage one Enterprise Summer Programme (NUSSP) experience and a final year thesis and to undertake a job opportunity.

EDUCATION

2018 – till date BBA (Specialization: Marketing)

Namal Institute, Mianwali

CGPA: 3.826/4

Supervised by Dr Shahid Bashir (E-mail: shahid.bashir@namal.edu.pk)

Due for submission June 2022

Thesis title: *Pathway analysis of newly developed measurement scale of e-shopper's perceived risk: An application of theory of planned behaviour*

Project: *Firstly, to conduct a pathway analysis of newly developed measurement scale of e-shopping perceive risk by Bashir et al. (2021). Secondly, to investigate intention towards e-shopping as an outcome construct for the theoretical support of the application of theory of planned behavior. Lastly, to provide a contextual analysis of Pakistani e-shopping market.*

12th Jul 2019 - National University Of Singapore (NUS)

24th Jul 2019 Enterprise Summer programme in Entrepreneurship

2015 – 2017 Intermediate (FSC Pre-Medical)

Fazaia Inter College, Minhas, Kamra

Grade: 89.90%

PROFESSIONAL EXPERIENCE

July 2021 - Namal Institute, Mianwali

Cont Teacher Assistant (TA)

- Planning of Class activities in Professor's supervision.
- Maintaining record of class activities including attendance, assignments, quizzes etc.
- Updating LMS on a regular basis.
- Maintaining course folders.

Sep 2019 - Namal Institute, Mianwali

Mar 2020 Assistant Placement Manager, Namal Career Placement Center (CPC)

- Contacting employers and receiving vacancies information.
- Following up employed students and alumni for monitoring requirements and other feedback.

ADDITIONAL EXPERIENCE

Jun 2021 - Namal Institute, Mianwali

Cont Vice President at Idea Club (Student Society)

- Carry out tasks as directed by the council's President from time to time.

- Organizing and overseeing events conducted by the club such as seminar, workshops etc.

Dec 2019 - Namal Institute, Mianwali

Jan 2021 Student Council Member (Namal Student Council)

- Ensure that everyone involved follows the Namal Code of Conduct and displays it.
- Act as a bridge between Namal Student body and administration.
- Conduct, collect and analyze student satisfaction survey as per HEC policies.
- Embodiment of HEC's "Practical Learning Lab" in Namal.
- Student representative in various policy making and problem solving committees at Namal.

Nov 2019 - Namal Institute, Mianwali

Mar 2020 Director Outreach at Idea Club (Student Society)

- Liable for assisting community activities.
- Responsible for Club's official E-mails and information dissemination.

VOLUNTEER WORK

Feb 2019 - Namal Institute, Mianwali

Sep 2020 Volunteer Tutor at NSSI Education Wing (Student Society)

April 2019 - Carnelian, Together for Tolerance Youth Movement

Dec 2019 Ambassador of Mianwali

PROJECTS :

Business Plan: Conducted business feasibility of Cattle farming in Pakistan.

Nov 2019- Dec 2019

Co-founder of "Moove Travels": It conducts study and recreational tours.

2019-2021

Co-founder of "Juilia Jewels": An Instagram e-store which sells and promotes trendy jewellery.

2020- Till Date

HONOURS AND AWARDS :

- Declared as "Best student of the Year" consecutively for sessions 2018, 2019 & 2020.
- Certified in "Digital Marketing" from "Google Garage".

SKILLS & INTERESTS :

- **Skills:** Content Marketing, Content writing, MS Project, SPSS, Tableau
- **Interests:** Mono Act script writing, Photography, Event Management, Pâtisserie Baking.

REFERENCES :

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