



NISHWA KHAN

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Date of Birth: 11/03/1998

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EDUCATION & QUALIFICATIONS

Bachelors in Business Administration in Marketing (Candidate)

April 2022

Major (Marketing) Minor (Media Studies)

Namal Institute, Mianwali

CGPA: 3.1/4

PROFESSIONAL EXPERIENCE

SWEP

2019-2020

Marketing manager

- Handled all the official emails of the society
- Designed SWEP handbook for students

Teacher Assistant

March 2021

Technical writing and communication skills

- Maintained an updated record of the assignments
- Assisted students to gain a better grip on the English language

PROJECTS

Marketing Management: Generated leads using different tools like Hunter.io and skrapp.io

Research Project (Bachelors): Submitted a research paper on “The Effect of Online Reviews on Consumer Buying Pattern in Food Industry”.

Marketing Research: Conducted qualitative research on Gloria Jean’s Coffee to determine the viability of new service or product.

Supply chain management: Starbucks Supply Chain Analysis.

CERTIFICATIONS AND AWARDS

- Fundamentals of digital marketing - Google Garage.
- Introduction to Business Management – King’s College, London
- Facebook Social Media Marketing - Facebook

SKILLS & INTERESTS

- SMM
- Content writing
- Management and Communication skills

LANGUAGES

- English- full professional proficiency
- Urdu- native bilingual proficiency