



ARSHIA KHAN

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EDUCATION & QUALIFICATIONS

Bachelors in Business Administration in Marketing (Candidate)

April, 2022

Major (Marketing) Minor (Media Studies)

Namal Institute, Mianwali

CGPA: 3.45/4

EXPERIENCE

Namal media society

2019-2020

President/Marketing Department

- Launched Facebook and Instagram page "Voice of Namal"
- Successfully gained higher reach (1000+ followers)
- Handled Namal's official website

Teacher Assistant, Namal

2021-2022

Technical writing and communication skills

- Enhanced and improved the communication skills of freshers
- Delivered presentations on how to improve presentation skills
- Created lecture plans.

PROJECTS

Brand management: Social media marketing of the proposed product via social media pages using analytics and SMM tools.

Industrial project (bachelors): Submitted an industrial report on "Robotic Process Automation in collaboration" with Mercurial Minds.

Research Project: Submitted a research proposal on "The Affect of Online Reviews on Consumer Buying Pattern in Food Industry."

Marketing Research: Conducted a marketing research on Gloria Jean's coffee to determine the viability of new service or product. .

CERTIFICATIONS AND AWARDS

- "fundamentals of digital marketing" -Google
- "Email marketing"- The Hubspot Academy.
- "Introduction to Business Management"-King's College, London

SKILLS & INTERESTS

- Content marketing
- Brand management
- SMM
- Verbal communication
- Teamwork
- Content writing
- Interests: Ad making, entrepreneurship, cricket, choreography, music and swimming.

LANGUAGES

- English- full professional proficiency
- Urdu-native or bilingual proficiency
- Turkish-limited working proficiency