



Hifsa Khalid

Marketer || Lead Generation Expert ||
Business Analyst || Amal Fellow || Growth
Expert

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A marketer with a proven track record of driving growth through Customer Relationship Management, Lead Generation, pitching products and Services to customers, and implementing data-driven solutions to improve organizational processes. Skilled in proposing effective strategies that lead to measurable results. Adept at collaborating with multidisciplinary teams to identify and implement smart solutions that drive business success.

EDUCATION

Bachelor of Business Administration in Marketing & Finance Namal University Mianwali

09/2019 - Present

Major: Marketing

Courses

- Integrated Marketing Communication
- New Media Marketing
- Financial Modelling and Analytics
- Data-Driven Marketing
- Business Communication
- Investment Management

WORK EXPERIENCE

Teacher Assistant Namal University Mianwali

09/2022 - Present

Achievements/Tasks

- **Tutorial Classes:** Taught different topics to students and explained to them the concepts regarding subjects.
- **Assessment and Grading:** Designed and drafted assessment tools, i.e. quizzes, assignments, and projects, also checked and marked that accordingly.
- **Course Management:** Managed course-related documents i.e. outlines, curriculum, and assessment tools, and maintained course folders accordingly.

Marcom Internee Sybrid Pvt. Ltd

07/2022 - 10/2022

Achievements/Tasks

- **Marketplace Management:** Managed Bazarghar Marketplace, listed and uploaded around 100 products, and checked the quality of the company's store.
- **Product Descriptions:** Wrote the description of more than 100 artifact products for BazarGhar Marketplace.
- **Social Media Management:** Managed the social media platforms (i.e. Facebook, Instagram, LinkedIn) of the company's project specifically focusing on Customer Relations through Social Media.

Career-Prep Fellow: Amal Academy

11/2021 - 03/2022

Achievements/Tasks

- **Communication:** Completed a competitive written application and interview process to be selected from over 4500 applicants for an intensive 3-month Fellowship funded by Stanford University.
- **Skills development:** Invested 150 hours in order to develop business skills (e.g., communication, leadership, problem-solving, teamwork, etc.) that will help me make a more profound impact on the job

SKILLS

Email Marketing

Financial Modelling

LinkedIn Lead Generation

Marketplace Management

Product Listing

Public Speaking

PERSONAL PROJECTS

Business Beyond Borders (FYP Project) (04/2022 - Present)

- Facilitating a Dubai-based company in designing Management Information System, their business process model, detailed budgetary analysis, website building, and content for it.

CERTIFICATES

Freelancing Certificate (06/2022 - 08/2022)
Invested around 60 hrs. in understanding the E-commerce ecosystem in Pakistan and learning about platforms like Fiverr and Upwork to hunt projects and customers.

LANGUAGES

English
Full Professional Proficiency

Punjabi
Native or Bilingual Proficiency

Urdu
Native or Bilingual Proficiency

INTERESTS

Reading

Presentations

Public Speaking

Travelling