



# Rimsha hamdani

Social Media Strategist

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lahore, Pakistan

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Talented content writer experienced with researching, writing and social media. Utilizes business strategies to create contemporary, captivating, and error-free work.. Willing to engage in opportunities to further the company's goals.

## EDUCATION

### Study Program Namal University, Mianwali

08/2019 - Present

2..5

#### Courses

- Investment Management
- Financial institutions and markets
- Integrated Marketing communication
- Data Analysis

## WORK EXPERIENCE

### Freelance Content Writer Facebook groups

04/2020 - Present

Lahore

#### Achievements/Tasks

- Used Microsoft word, Google docs and SharePoint to store and share created documents
- Developed content for variety of topics, ranging from technical to lifestyle, for multiple websites
- Utilized feedback from clients and colleagues to improve content quality

### Internship Namal University, Mianwali

06/2022 - 07/2022

Lahore

#### Achievements/Tasks

- Learnt how to use python through machine learning
- Analyzed problems and worked with teams to develop solutions
- Completed tasks related to SPSS, Tableau, Power BI

## SKILLS

Communication

Problem solving

Python

Machine learning

Interpersonal skills

MS Office

Promotional marketing and advertising

Project support

General accounting

## PERSONAL PROJECTS

### Finance project (04/2023 - 06/2023)

- Investment of 2 crore rupees on PSX companies' stocks and earned 8% return.

### Marketing project (09/2022 - 01/2023)

- Managed and hosted events of birthday celebrations through applying new marketing tools.

### Research project (11/2022 - 01/2023)

- Conducted research on topic "Effect of cost on Namal students" using SPSS software.

## ORGANIZATIONS

### Center of Excellence and Skills Development (11/2022 - 12/2022)

Marketing director Assistant

### Namal Society for Social Impact (09/2019 - 02/2020)

BSc English Teacher

## CERTIFICATES

CFA Institute Research Challenge Participation  
certificate (09/2021 - 02/2022)

Summer Internship Completion Certificate  
(06/2022 - 07/2022)

## LANGUAGES

English, Urdu

Full Professional Proficiency

## INTERESTS

Travelling

Blogging

Video making

Photography

Sports