



Kashmala Arif

Agri-business graduate

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working in an environment that motivate excellence passion for work, and loyalty to the organization will strengthen my character enabling me to become more competitive in my chosen field of endeavor.

EDUCATION

Bachelor of Business Administration Namal University Mianwali 06/2019 - 07/2019, Institution/Place of Education

06/2019 - 07/2019

Mianwali Pakistan

Courses

- Crop Production and Protection
- Technology and Precision agriculture
- Global Food system
- Live stock and Dairy management

WORK EXPERIENCE

Internship

Shifa Tamer-e-Milat University Islamabad

08/2022 - 09/2022

Islamabad

Achievements/Tasks

- Work with their marketing department and make calls to different students, make their offer letters and challan form daily.

E-Com Tech Solution Workplace/Company

02/2022 - 02/2022

Achievements/Tasks

- I started my own company where we provide service related to amazon shopify store creation and local ecommerce store

work study

Namal University Mianwali

08/2021 - 09/2020

Namal University Mianwali

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Achievements/Tasks

- Conduct meetings between mentors from foreign countries and final year students. Collections of graduated Student Data by making calls to them and prepare their report.

work study

CESD Namal university Mianwali

08/2020 - 08/2022

Achievements/Tasks

- I have completed virtual internship program in Tableau SPSS, Excel, and Machine Learning Through python

SKILLS

marketing

MS office

power point

interpersonal skill

teamwork

PERSONAL PROJECTS

Final Year Project (02/2022 - Pre0sent)

- This project focuses on helping clients establish and promote their brands on Amazon, with the objective of reaching their goals and increasing their brand presence on the platform. Through market research, brand optimization, Amazon advertising, inventory management, customer reviews, and performance monitoring, we aim to enhance product visibility, drive sales, and build customer trust.

Consumer Behaviour. (02/2022 - Pre0sent)

- In this semester's Project, we were given a seed amount of 10,000 Pkr to run a successful business we choose traditional Dhodha from Khushab District of Pakistan and sold them on Namal's premises.

CERTIFICATES

shifa tameer-e-milat university islamabad

marketing department

Namal literature debating society.

Punjab Educational Endowment Fund Certificate of Scholarship

Certified in Freelancing and SEO designing from digiskills.com

Agri national conference.

LANGUAGES

English

Limited Working Proficiency

Urdu

Full Professional Proficiency

INTERESTS

book reading

adventure

badmintone

photography