



# Ahmad Rafique

Marketing and Finance Specialist

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Lahore

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With a strong problem-solving ability and a talent for working with data, I am equipped to handle complex challenges and identify innovative solutions. My entrepreneurial mindset drives me to take risks and explore new ideas, allowing me to approach problems with a fresh perspective.

## EDUCATION

### Bachelors of Business Administration Namal University Mianwali

09/2019 - 07/2023 CGPA -3.5

- Courses*
- Financial Institution & Markets
  - Investment Management
  - Consumer Behavior
  - Data Driven Marketing
  - Financial Statement Analysis
  - New Media Marketing

## WORK EXPERIENCE

### Internship Toyota Motors Corporation

07/2022 - 08/2022  
*Worked in 3S department of the automobile company and the customer relations department*

### Trainee Office of Research, Innovation and Commercialization (ORIC)

05/2021 - 07/2021 Namal University

- Achievements/Tasks*
- I was responsible for assisting with a variety of tasks related to research, innovation and commercialization

### Internship National Incubation Center

06/2020 - 08/2020 Lahore  
*Social Media Lead Trainee*

- Managed to work in Cohort-5 of NIC*
- I collaborated with a team of professionals to develop and implement effective social media campaigns, leveraging various platforms to reach our target audience

## SKILLS

Ecommerce ( Jungle Scout- Helium 10)

Email-Marketing

Financial Analytics

Microsoft Excel

PPC( Amazon)

Product Research (E-GROW, KEEPA)

Social Media Management

SPSS

## PERSONAL PROJECTS

### FINTOK ( Stock Investment System) FYP (08/2022 - 06/2023)

- EdTech Startup aimed in providing financial inclusion to the students, also provides educational resources and tools to help teachers of finance and investment to gamifying their courses. Students can gain hands-on experience in trading and managing investments without risking any real money

### Chartered Financial Analyst Ethics Challenge (10/2022 - 12/2022)

- Participated in the CFA Ethics Challenge, conducted an in-depth analysis of Awwal Capital, a leading investment management firm, and presented findings to a panel of judges

### Financial Institution & Markets (Standard Chartered Bank) (03/2022 - 05/2022)

- As a financial professional, I have had the opportunity to work on a variety of market projects that required in-depth analysis of future share prices for Standard Chartered Bank.

## ACHIEVEMENTS

Namal Merit Scholarship Holder (09/2019 - 06/2023)  
*Namal University*

PEEF Scholarship Holder (08/2017 - 09/2019)

## INTERESTS

Business Articles

Cycling

Football

Netflix