

# AHSAN MEHMOOD

## Aspiring Marketing analyst

BBA student specializing in Marketing with a strong interest in brand management and consumer behavior. Possesses foundational knowledge of branding strategies, market research, and digital marketing trends. Gained practical exposure to analyzing brand positioning and customer engagement techniques. Eager to apply marketing concepts and contribute to building impactful brand identities

✉ bba22f39@namal.edu.pk

☎ +923008997000

📍 Rikhi, Mianwali, PK

## WORK EXPERIENCE

### Logistics & Records Management

#### Organization

*Managed logistics operations for a goods transport business for 6 months Maintained accurate shipment and delivery records Coordinated with drivers and clients for timely Deliveries Monitored transport schedules and ensured smooth operations Handled invoices, delivery notes.*

## EDUCATION

### Bachelor of Business Administration

Namal University, Mianwali

Sep 2022 - Present

#### Courses

- Integrated Marketing communication      - Retail and sales Management

#### Specialization

*Marketing*

#### Final Year Project (FYP) title

*CrocNbull shoes project*

#### F.A

Govt. higher secondary Danda shah Bilawal  
2022

#### Languages

English and Urdu

#### Interests

Cricket, Problem solving

## SKILLS

Social Media

Power Bi

R Language

Market Research

Creativity

Problem Solving

## PROJECTS

### CrocNbull

#### Role

*Developed a business plan for a medicated footwear startup, including market research, branding, and growth strategy*

### Local Tourism Marketing

#### Role

*Created a marketing strategy to promote local tourism through consumer analysis and digital campaigns*

### Meta Digital Marketing Project

#### Role

*Managed a social media campaign on Meta platforms, focusing on ad creation, audience targeting, and performance analysis*

## ACHIEVEMENTS

### Achievement

Demonstrated effective teamwork and presentation skills by leading and contributing to groups.

### Achievement

Successfully completed multiple marketing projects with strong analytical insights.