

# Areeba Fatima

## Marketing Specialist

Dedicated BBA (Marketing) student at Namal University with a keen interest in marketing and research. Passionate about learning new skills and applying academic knowledge in practical settings, along with an interest in design for creating effective and visually appealing content.

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## EXPERIENCE

### Website Redesign – DecorAl.xyz

Fiverr

Redesigned the user interface of DecorAl.xyz, an interior design platform that helps users generate dream room visuals. Focused on improving usability, visual hierarchy, and user engagement using Figma and UX research techniques.

#### Accomplishments / Tasks

- Redesign Website

### Home Nest – Real Estate Website Design

Fiverr

#### Accomplishments / Tasks

- Designed a real estate website (Home Nest) in Figma.
- Created simple navigation and user-friendly layouts for easy property browsing

### SEO Landing Page project:

Linkedin

Designed a responsive SEO landing page in Figma with a clear structure and engaging UI. Focused on improving visibility, user engagement, and conversion through optimized layout and strong visual hierarchy.

## EDUCATION

### BBA

Namal University Mianwali

#### Courses

- Digital Marketing
- Strategic Brand Management
- Consumer Behavior
- Entrepreneurship

## SKILLS

MS Office

Research

Presentation design

Designing

Figma

Canva

Pitch Deck Creation

## PROJECTS

### Understanding Feeding Practices and Promoting Sustainable Poultry Nutrition

Student

#### Tasks / Achievements

- Understanding feeding practices in poultry farming-
- Promoted sustainable nutrition-based poultry management

### How do sensory elements collectively influence consumer purchase behavior

Student

#### Tasks / Achievements

- Examined how sensory elements influence buying decisions
- Developed insights on consumer psychology and marketing

## CERTIFICATES

### Namal business Conference

Namal University Mianwali

### ECPCSSA 2026 – Climate Smart & Sustainable Agriculture

International Conference

## LANGUAGES

English, Urdu

Elementary Proficiency