

# Shahid Anwar

+923055608753 | [shahid8154321@gmail.com](mailto:shahid8154321@gmail.com) | [LinkedIn](#)

## Marketing Enthusiast

Highly motivated Marketing enthusiast seeking to leverage strong communication and organizational skills gained through leadership roles in the Namal Societies. Successfully increased outreach program reach through strategic marketing efforts. Eager to contribute a passion for learning and a dedication to results to a dynamic marketing team

## WORK EXPERIENCE

<b>Working as a Sales team member in Odoo, a business management software suite.</b> <b>Namal University Mianwali - Outreach</b> For our outreach program of the university, I visited different colleges in South and North Waziristan	<b>Present</b> <b>Oct 2023</b>
<b>Management head in NSSI</b> Played a key role in organizing major university events, including alumni reunions, homecomings, convocation ceremonies, and the cultural festival.	<b>September 2024</b>
<b>Member of the Aspire Leader program</b> <b>Teaching in NSSI</b> (Namal Society for Social Impact) <b>Debater</b> at the university level	<b>May 2025</b>
<b>Member of the Pakistan Youth Parliament.</b> <b>Marketing head in the Skill Development Society and the Namal Idea Club</b>	<b>May 2025</b>

## Skills

<b>Marketing skills,</b> <b>Leadership Skill</b> <b>Digital Marketing</b> <b>Excel</b>	<b>Communication skills</b> <b>MS Office</b> <b><u>Introduction</u> to Power BI</b>
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## EDUCATION of

<b>Bachelor of Business Administration (BBA) - Namal University, Mianwali</b> <b>Specialization: Marketing</b> (CGPA: 2.84) <b>Relevant Courses:</b> Entrepreneurship, Digital Marketing, THM, SBM (Branding ), Financial Analysis, Communication. Business research method, IR	<b>Oct 2022 - Present</b>
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## RESEARCH, PROJECTS & ENTREPRENEURIAL EXPERIENCE

### FYP – Wana fresh

- Fruits brand, especially South Waziristan apple fruits .

### Research paper

- The Power of Perception: How Digital Marketing Shapes Brand Positioning in Consumer Minds

### Idea Pitch Competition: AgriReach

### Project On Daraz: Navigating The Trust Crisis

### Academic Projects

- Conducted financial analysis of MUREE Brewery and NESTLE (Dashboard), performed financial ratio analysis using historical data to evaluate performance trends.

### CVP Analysis.

Detailed Cost-Volume-Profit (CVP) analysis of a local catering business in Mianwali, specializing in cooked beef rice.

## Certificate

- **LUMS business communication**
- **Aspire leadership**
- Excel, introduction to Power BI, and SQL, Data-Driven Decision Making For Business– **DataCamp**
- Management head – **Namal Social Impact Society**
- digital marketing - **hp**

## ACHIEVEMENTS

- Got 40k WAWA talent prize – **Intermediate**
- Got 100% bright scholarship - **FSC**
- Got 100% base scholarship at university level - **(09/2022 - Present)**

## Interest

- **Sales**
- **Digital Marketing**
- **Self-Help & Business Books**
- **Social gathering**

## Language

- **English** – Professional Working Proficiency
- **Urdu** – Native
- **Pashto** – Native