



Iqra Fatima

Social media marketer | SEO Specialist |
| Business Developer|

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📞 +92 3266468106

📍 Mianwali, Pakistan

🌐 [LinkedIn profile](#)

Results-driven Business Administration **Final semester student at Namal University** with hands-on experience in **sales outreach, digital marketing, and lead generation**. Passionate about connecting brands with audiences, I bring strong skills in **communication, market research, content strategy, and B2B lead generation**. Eager to drive measurable growth through creative sales tactics and data-informed marketing.

EDUCATION

○ Bachelor of Business Administration

Namal University Mianwali
Aug 2022 - Present | CGPA | 3.45

Courses

- Digital marketing
- Integrated communication marketing
- Data Driven Marketing
- Strategic Brand management
- Business Research Methodology
- Retail and sales management

WORK EXPERIENCE

○ Business Developer

Solution Tech | (Remote)
Aug 2025 - Dec 2025 | Islamabad, Pakistan

Accomplishments / Tasks

- Executed B2B **client outreach** and lead generation across LinkedIn, Facebook, and Instagram, managing prospect communication and supporting conversion into business opportunities

Contact Person

CEO Solutions Tech | adam@solutionstech.org

○ Teaching Assistant

Namal University Mianwali
Mar 2025 - Jun 2025 | Mianwali, Pakistan

Accomplishments / Tasks

- Supported faculty in course coordination, academic content organization, and classroom management to ensure smooth delivery of course activities.

Contact Person

Hamza Wazir Khan | hamza.wazir@namal.edu.pk

○ Social Media Marketing & SEO Intern

ivector IT company | (Remote)
Sep 2024 - Dec 2024 | California, USA

Achievements/Tasks

- Led LinkedIn growth initiatives through targeted outreach, audience-focused content, and campaign-driven strategies, growing followers from **100 to 1.4K+** and generating **15K+ organic impressions** within 3 months and optimizing digital visibility

Contact

Zain Ali - CEO ivector | zain@ivector.co

SKILLS

Lead Generation

Content creation

Brand Strategy Development

SEO

Meta Ads

Marketing Analytics

PROJECTS

Final Year Research Project

Conducting **research** on how financial inclusion, return policies, and perceived risk influence online purchase behavior and repurchase intention in **Pakistan's e-commerce sector**.

CERTIFICATES

Research Conference Presentation

NBC 2026
Selected to present final-year research at Namal University under the theme of Smart Business Transformation, Technology, Innovation & Sustainability.

Training on Fundamentals of Islamic Banking & Finance (TFIBF)

State Bank of Pakistan
2 day Certified Training Program

ACHIEVEMENTS

Merit-based Scholarship

Namal University Mianwali
Awarded a 100% **merit-based scholarship** at Namal University for academic excellence
Sep 2022

INTERESTS

Consumer Behavior

SEO Trends

Marketing Trends

Digital Marketing

Networking

Event Management