

# FATIMA TARIQ

## BUSINESS GRADUATE

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### SUMMARY

BBA graduate in Marketing, with practical experience in outreach campaigns, event management, and HR operations. Proven ability to lead and coordinate large-scale university events, manage stakeholder relationships, and support administrative processes. Strong communication and organizational skills with a passion for marketing, public engagement, and professional growth.

### SKILLS

Management  
Communication  
MS Excel

Event Hosting  
Stage Management  
Canva

Record Management  
MS Word  
community engagement

### PROFESSIONAL EXPERIENCE

- **Marketing Intern – Namal University:** Conducted outreach campaigns, lead generation, college visits, and seminars.
- **Ambassador – Shaukat Khanum Hospital:** Participated in fundraising campaigns and represented the organization in events.
- **Assistant FYP Coordinator—Namal University:** Managed schedules for presentations, maintained records, and finalized results.
- **HR Intern – Hameed Latif Hospital:** Managed biometric registration, employee profiles, file management, CV screening, onboarding support, and intern records.
- **Work Study – Alumni & Placement Office:** Organized alumni events, collected alumni data, and maintained database systems.
- **Teaching Assistant – Namal University:** Managed the academic portal, assisted grading, uploaded results, and maintained records.

### EDUCATION

Sep 2022-June 2026

Bachelor of Business Administration (BBA), Specialization in Marketing

### ADDITIONAL INFORMATION

- **Languages:** English, Urdu
- **Project**
- **Fauji Cement Company's** marketing transformation by developing an IMC plan for digital growth and brand differentiation.
- **Achievements**
- Vice President – Namal Dramatics Society
- Magazine Head – Namal Literary & Debating Society
- Hosted major university events