

## Rabbia Hameed

+923105202848|rabbiahameed213@gmail.com|[LinkedIn](#)

### PROFILE

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Final-year Business Studies student at Namal University with hands-on experience in marketing activities through university projects and societies. Contributed to campaign planning and event coordination. Experienced in conducting market and competitor analysis to support strategic decision-making. Demonstrates strong communication, coordination, and organizational skills through active involvement in academic and extracurricular initiatives. Seeking to build a strong foundation in marketing by contributing to strategic initiatives and gaining practical industry exposure.

### WORK EXPERIENCE

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#### Namal University Mianwali - Coordinator Outreach

December 2022 - September 2025

- **Student Outreach:** Reached out to 35000+ Students from 300+ colleges across 104 districts of Pakistan, to promote Namal University.
- **Outreach Campaign Planning:** Developed a comprehensive plan for audience targeting and mechanics for campaign execution and ensured schedules and plans are all in place and followed by the relevant team or personnel increasing the leads ratio by 40% each year.
- **Events & Seminars:** Organized 350+ seminars, and facilitated 100+ sessions personally to educate and engage the prospective students about Namal University.
- **Coordination:** Coordinated with more than 300 colleges around the country regarding the promotion and outreach campaign of Namal University, and generated more than 25000 leads

### VOLUNTEER WORK

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#### Voice of Namal | Namal University- Vice President

September 2024 - September 2025

- Coordinated marketing activities to promote society events and initiatives.
- Engaged with students to boost participation and create a vibrant campus community.
- Supported event planning and communication efforts to enhance student involvement.

#### Servistar | Servis Industries- Campus Ambassador

September 2025 - Present

- Currently serving as a Campus Ambassador for Servis Industries, representing the brand at the university level.
- Acting as a bridge between the company and students by connecting industry with the student community and helping them gain insights into professional work culture.

### EDUCATION

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#### Bachelors of Business Administration – Namal University Mianwali

September 2022 - July 2026

**Key Courses:** Integrated Marketing Communication, Data Driven Marketing, Digital Marketing, Strategic Brand Management, Financial Statement Analysis, Tourism and Hospitality Marketing, Logistics and Supply Chain Management, Entrepreneurship

### RESEARCH & PROJECTS

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#### Integrated Marketing Communication – Final Year Project (Fauji Cement Company Limited)

- Currently working on Integrated Marketing Communication (IMC) plan for Fauji Cement.
- Conducting market and competitor analysis to evaluate current positioning and communication strategies.
- Proposing coordinated marketing activities to ensure consistent brand messaging and effective engagement with the target audience.
- Working closely with the marketing team to ensure accuracy, authenticity, and practical relevance of proposed strategies.

### SKILLS

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- MS Office, Excel, Power-Bi, Graphic Designing, Strategic Planning, Community Outreach, Social Media Marketing, Meta Ads, Campaign Planning

### CERTIFICATES

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- 6 Weeks Internship at Namal University Marketing Department
- CFA Institute Research Challenge 2024-2025
- CORPORATE READINESS TRAINING From **NetSol Technologies**
- Visualization in Power BI

### INTERESTS

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Content Creation, Digital Marketing, Travelling, Sports, Event Management