

# Hafeez Ul Rehman *Marketing Graduate*

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## 📄 Profile

Motivated BBA student with a strong interest in marketing and digital growth. Skilled in Marketing strategies, content writing, and basic data analysis. Experienced in academic research on brand loyalty and consumer behavior, and eager to grow professionally in a dynamic organization..

## 🎓 Education

### Bachelor of Business Administration (BBA)

Namal University Mianwali

09/2022 – 06/2026

Mianwali, Pakistan

### Final Year project ( Research)

From Image to Loyalty: The Mediating Role of Dealer Endorsement in Shaping Farmers' Brand Relationship to Agri-Input Brands

## 📁 Projects

### End-to-End Digital Marketing Strategy for Daraz

Semester Project

01/2026 – 03/2026

- Addresses weak post-purchase engagement and low customer retention in e-commerce by improving loyalty and repeat purchase behavior.

### Soon Valley: An Eco Resort

Semester Project

02/2026 – 04/2026

- Conducted in-depth market analysis to identify target demographics, competitive landscape, and emerging trends for an eco-tourism venture.
- Designed service blueprints and customer journey maps to enhance the overall guest experience and ensure service excellence.

### Social Marketing Campaign

Semester Project

05/2025 – 06/2025

I worked on a social marketing campaign focused on child labor awareness, where I applied marketing techniques to promote a social cause. It involved content creation, audience targeting on social platforms, and community engagement helping me strengthen my communication, creativity, and campaign planning skills.

### Ratio Analysis (Liquidity, Solvency, Efficiency)

Semester Project

09/2024 – 01/2026

- Conducted comparative financial ratio analysis of two companies within the same sector using 5-year data to evaluate performance, profitability, and financial stability.

## 🧠 Skills

**Technical Skill** — Social Media Marketing | Canva | MS Excel (Data Analysis) | Survey Tools | MS word • **Core Skills** —

Market research | Consumer Behavior Analysis | Brand Management | Sales Strategy | Team Work | Creativity

## 📖 Courses

**Principles of Marketing, Digital Marketing, Consumer Behavior, Strategic Brand Management, tourism and Hospitality Marketing, retail and Sales Management, Integrated Marketing Communication, Data Driven Marketing,**

Namal University Mianwali

## Certificates

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**ICSB**  
**3rd International Conference on Sustainable Business**  
**Development *University of Sargodha***  
*Participation Certificate*

**AI Performance Ad Certification**

**Introduction to DAX in Power BI**

**Introduction to Power BI**

**Data Visualization in Power BI**

## Interests

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Digital Marketing Trends • Consumer Behavior Studies • Online Business Growth • Social Media Marketing •  
Research and Data Analytics

## Languages

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• English

• Urdu

• Chinese