

Ayesha Sana

BBA Student

Aspiring entrepreneur and creative marketer, currently pursuing a Bachelor's in Business Administration - skilled in public speaking, confident in engaging diverse audiences effectively, passionate about digital content creation and building impactful brands.

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EDUCATION

Bachelors in Business Administration Namal University Mianwali

11/2022 - Present

3.30 CGPA

Courses

- Principles of Marketing
- Strategic Brand Management
- Business Law
- Introduction to Agri Business
- Consumer Behavior
- Organizational Behavior
- Principle of Finance
- Introduction to Data Analytics

WORK EXPERIENCE

Social Media Manager Rahbar

01/2023 - 05/2024

Rahbar empowers Pakistani youth through counseling and corporate training, enabling them to realize their full potential.

Tasks

- Manage digital content and enhance social media engagement through impactful strategies.
- Coordinated participant registrations and logistics for smooth online fellowship sessions.

President Character Building Society Namal University Mianwali

09/2024 - Present

The CBS aims to instill moral values, integrity, and a sense of social responsibility among students.

Tasks

- Organizing seminars, study circles, and hosted events.
- Leading team and managing task delegation effectively.

Graphic Designer Namal Skills Development Society

10/2023 - 02/2024

The society organizes seminars for students' professional growth and provides opportunities to learn soft skills.

Tasks

- Created visual content for events and social media.
- Designed standees, certificates, and prize boards for official events.

TOOLS & SKILLS

Microsoft Office

Canva

Public Speaking

Debater

Social Media Mangement

Hosting

Team Leadership

Event Management & Coordination

CERTIFICATES

Rahbar Fellowship, (12/2022 - 01/2023)

During this fellowship, I acquired skills in public speaking, communication and basic MS Office applications.

Participated in TEDx Talk – Namal University, 2023

Participated in Debate Competition – Takrar, 2024

Participated in Poster Design Competition – IEEE Society, 2024

LANGUAGES

Punjabi

Native or Bilingual Proficiency

Urdu

Full Professional Proficiency

English

Professional Working Proficiency

INTERESTS

Marketing & Branding

Event Planning

Entrepreneurship

Book Reading

Interest