



Aimen Tasneem

A proactive and detail-oriented business graduate with hands-on experience in project coordination, outreach, and organizational operations. Skilled in strategic planning, stakeholder coordination, and data-informed decision-making, with the ability to lead initiatives and collaborate across teams to deliver meaningful outcomes.

[✉ bba22f01@namal.edu.pk](mailto:bba22f01@namal.edu.pk) [☎ +923259887004](tel:+923259887004) [in AimenTasneem](https://www.linkedin.com/in/AimenTasneem)

WORK EXPERIENCE

Outreach Coordinator

Namal University Mianwali
Aug 2023 - Present | Mianwali, Pakistan

Accomplishments / Tasks

- Orchestrated nation wide outreach across 104 districts of Pakistan, engaging 35,000+ prospective students from 300+ colleges.
- Planned and executed 350+ seminars nationwide; personally facilitated 170+ sessions on Namal University's academic offerings and career prospects
- Directed social media content strategies
- Analyzed 35,000+ student data points to surface enrolment trends and behavioral patterns

Marketing Intern

Defense Housing Authority (DHA I-R)
Jul 2025 - Aug 2025 | Islamabad, Pakistan

Accomplishments / Tasks

- Completed a structured 6-week rotation across 4 departments including Customer Information & Support Centre, Sales & Property Exchange, Operations, and Media, building cross-functional understanding of DHA's end-to-end business model.
- Supported the Media department in drafting 5+ promotional content pieces & Handled 30+ customer inquiries

HR Intern

National Information Technology Board (NITB)
Aug 2024 - Sep 2024 | Islamabad, Pakistan

Accomplishments / Tasks

- Supported the onboarding of 10+ new hires by preparing joining documentation, coordinating orientation schedules, and maintaining accurate onboarding checklists
- Maintained and updated employee records for a 200+ member workforce
- Assisted in drafting and circulating 15+ internal HR communications

EDUCATION

Bachelor of Business Administration (Marketing)

Namal University Mianwali
Oct 2022 - Present | Mianwali, Pakistan

Final Year Project

Virtual Community Brand Engagement in Context of Strong vs Weak Brand Identification (Pakistani Brand and their Communities)

SKILLS

- Microsoft Excel
- Microsoft Word
- Google Docs & Drive
- Meta Business Suite
- Social Media Analytics
- Strategic Planning
- Data Analysis
- Campaign Management
- Team Leadership

ACHIEVEMENTS

Merit-based scholarship

Namal University Mianwali

Academic Scholarship – awarded for academic excellence for the duration of degree

PROJECTS

Final Year Project

Research Based Project

Tasks / Achievements

- Focused on virtual brand communities, examining how engagement shapes brand identification and drives brand loyalty within the Pakistani market. Developed a practical, research-backed framework to help brands convert passive online audiences into strongly connected and loyal customers.

CRM-Based Customer Retention Strategy – Jazz Pakistan

Digital Marketing Project

Tasks / Achievements

- Developed a CRM-driven customer retention and loyalty strategy for Jazz Pakistan by analyzing customer behavior, engagement patterns, and churn indicators.

INTERESTS

- Digital Marketing
- Data-Driven Marketing
- Marketing Analytics
- AI in Business
- Social Impact