

Zahra Afaq

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Career Objective

To be part of a professional corporate/educational environment where mutual respect and recognition are based on professionalism and where growth is interpreted in terms of monetary and career progression, the essence should be driven through mental and personal development.

Experience

**SAM HR Dte
Mngr BD MEDO Dte**

Frontier Works Organization (February 2023-Oct 2023)

**Manager HR
&
Team Lead Corporate
Trainings
(NEDC)**

Namal University Mianwali (November 2020- December 2022)

**Assistant Director
Corporate Linkages**

Capital University of Science and Technology Isb (December 2019- Oct 2020)

Visiting Lecturer

Capital University of Science and Technology Isb (Fall 2019- Fall 2022)

**Assistant BD and
Content Manager**

Bahria University Islamabad (Fall 2019-Fall 2020)

Pakistan Telecommunication Company Ltd (November 2014-October 2017)

**Senior Corporate
Manager (Marketing &
HR)**

Green Line Logistics Pvt Ltd (October 2013- November 2014)

Executive Officer

Construction Pvt Ltd (April 2011- October 2013)

**HR Assistant
&
Program/Marketing
Assistant Health and
Education**

Save the Children MRP Office (August 2010-February 2011)

**Assistant Manager
Marketing**

Pak Japan Trading Company (July 2009-March 2010)

**Internship
Sales & HRD**

Pearl Continental Rawalpindi (June 2008-July 2008)

Education

MS (Management and Sciences)

Foundation University Islamabad - 2019

MBA Executive

Foundation University Islamabad - 2010

BBA (Hons)

Foundation University Islamabad - 2009

Research Methods Certification

CUST Islamabad July – September (2017)

Digital Marketing Certification

DMTL Pvt Ltd (Nov 2020-Feb 2021)

HR Analytics

Coursera (2023)

Skills Profile

Excel, SPSS, AMOS, PLS-SEM, SEO, Social Media Marketing, Email Marketing, Marketing Analytics, SAP ERP, HRMS

Workshops, Seminars and Certifications

- Harmony Workshop (May 2017)- NDU Islamabad
- In-house Seminar on Innovation and Technology, Research Guidelines (Guest Speaker Moeed Pirzada)- PC Lahore
- Workshop on PLS-SEM -CUST
- In house Workshop on Data Analysis using Spss- CUST
- In house Workshop on Data Analysis using AMOS- CUST
- Research Paper Conference 2016 – CUST
- In house personality Development Workshop 2016 – Saadis Ecole School
- 6th Annual International Research Conference – CUST Opportunities after CPEC
- Faculty Development Program 2020- CUST
- Certification on Digital Marketing tools by DMTL Pvt Ltd

Memberships & Research

- National Harmony Ambassador – NDU
- NCM Dubai Conference (Paper Presentation- March 2013)
- Factors that influence individuals' intentions to purchase family takaful mediating role of perceived trust (**Asia Pacific Journal of Marketing and Logistics**)
- Adoption of Islamic banking in Pakistan an empirical investigation (**Cogent Business and Management**)
- The effect of atmospheric harmony on re-patronage intention among mall consumers: the mediating role of hedonic value and the moderating role of past experience (**Journal of Consumer Marketing**)
- Behavioral intention to adopt Islamic banking in Pakistan: a study based on theory of Marketing and Branding Research planned behavior (**Journal of Islamic Business and Management**)
- The Role of Media, Word of Mouth, and Subjective Norms in determining Attitude and Intentions to Purchase Family Takaful Schemes (**Journal of Islamic Business and Management**)
- Covid-19 Risk Perception of Travel Destination Development and Validation of a Scale (**Sage Open**)
- Pleasing scents: The effect of gender incongruent scents on the repurchase intention of the consumers (**Marketing and Branding Research**)

Training Profile

- Academic Research- CUST 2022
- Human Resource Management for BPS 17 Training course- Pakistan Atomic Energy CHASCENT
- Presentation Skills- Pakistan Atomic Energy CHASCENT
- Presentation Skills- Pakistan Atomic Energy Islamabad
- Personality & Grooming Management- Pakistan Atomic Energy CHASCENT
- Personality & Grooming Management- Pakistan Atomic Energy Islamabad
- Social Media Marketing- Maple Leap Cement- Iskanderabad

References

Dr Arif Khattak (HOD MS Bahria University)

+92 333 5605603

Dr Amir Gulzar (Foundation University)

+92 331 5149862

Ammar Kazmi (Content Manager PTCL Islamabad Head Office)

+92 300 9559305

Dr. Arif I. Vaseer (Director Corporate Linkages, CUST)

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Dr. Muhammad Najam Ul Islam (Rector Namal University)

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