

EDUCATION

GIK Institute of Engineering Sciences & Technology (GIKI), Swabi

Sep 2020 - June 2024

Bachelor of Science in Management Sciences - *Major in Marketing and Entrepreneurship*

WORK EXPERIENCE

Business Development/Marketing Executive | Poppin, USA

Sep 2024 - Feb 2025

- Conducted research and scraped 100+ event sources across 5+ U.S.-based universities, accurately integrating data into Coda for seamless team collaboration.
- Reached out to 30+ American students per week across 4 targeted schools, introducing them to Poppin's event app and achieving a 70% success rate in booking 20+ calls monthly.
- Initiated 30+ outbound messages weekly to event hosts and organizations for each of 4 schools, successfully generating 10+ high-quality leads per campaign.

Business Development Intern | Skyray Ventures, Pakistan

Jun 2023 - Sep 2023

- Carried out Cold E-mailing for a PR agency and got 10+ calls booking in a month.
- Performed 500+ Instagram cold messaging using Direct Messaging strategy and generated 30+ leads in a month; kept a track record of all the leads generated & calls being booked on an Excel Sheet.
- Targeted 20-30 international clients from USA, Canada, UK, and Australia.
- Mastered 5 new software applications: Slack, Hubstaff for tracking performance, CloseCRM & Zapier for tracking calls, and Biscuit for keeping all the apps in one place.

Digital Marketing & Graphic Design Intern | Steam Minds, Pakistan

Jun 2023 - Aug 2023

- Conceptualized, designed, and scheduled 20 interactive social media posts for Ateam Minds, leading to a 30% growth in follower count and a 15% rise in click-through rates (CTR); recorded and edited 5 short videos/clips during the Summer Camp for social media marketing (SMM).
- Managed full event coverage of the Summer Camp, including editing 100+ photos and videos, and launched a targeted social media promotion campaign that boosted event engagement by 30%.

Social Media Marketing Head | Project Topi, Pakistan

Nov 2021 - May 2023

- Revamped SMM strategy for FB, IG, and LinkedIn; implemented a content calendar and boosted engagement by 50%.
- Organized 7 major events including a Blood Donation Camp & collected 360+ bottles, Flood Relief Drive & donated Rs.1 lac+ amount, and donated 132 ration bags.
- Directed a team of 10 juniors in marketing campaigns, enhancing content design and SEO strategy, resulting in a 50% increase in engagement and a 40% growth in followers within 3 months.

ACADEMIC PROJECT

Digital Marketing of Bliss'ins (A Home-based Bakery) - Course Project

- Built a Social Media presence on IG and FB for Bliss'ins, ran 5 social media Ads Campaigns with 85% success rate.
- Implemented targeted social media marketing strategies, boosting orders by 50% and enhancing reach and engagement by 45% within one week.
- Designing and posting reels, stories and posts for the bakery on daily basis; Using WordPress, created 1 website for Bliss'ins.

LEADERSHIP EXPERIENCE

Vice Captain | GIKI Girls Football Team

Aug 2023 - June 2024

- Achieved an 80% win rate by organizing and participating in 5 football matches at GIKI during the Ramadan Cup 2024.
- Trained 15 girls during the football team trails for national level matches.

President | Project Topi - Sole Welfare Society of GIKI

May 2023 - May 2024

- Led a society of 100 members, successfully managing 8 modules and increasing member engagement by 60% within 6 months.

SKILLS

- Digital Marketing/Graphic Design:** Campaign Management, Adobe Illustrator, InDesign, Canva, Meta Ads
- Technical:** WordPress, Google Analytics, SEO, Microsoft Office, Certified QuickBooks ProAdvisor, MixPanel (Basic), Excel
- Others:** Leadership & Teamwork, Proof Reading & Editing, Analytical
- Languages:** English, Urdu