

Rida Rehan

0331-5288081 | ridarehan.rr@gmail.com | www.linkedin.com/in/rida-rehan-904049264

Educational Qualifications

- **M.Phil in Psychology**
NUML University Islamabad, Pakistan
2022 – 2025
CGPA (Course Work): 3.40/4.00. Percentage: 75% | Thesis Grade: A
- **M.Sc in Psychology**
NUML University Islamabad, Pakistan
2018 – 2020
CGPA: 3.79/4.00. Percentage: 81.2%
- **B.Sc. Key Courses in B.Sc: Mathematics, Statistics, and Psychology**
Islamabad Model College For Girls, F-6/2, Islamabad
2015 – 2017
Marks: 436 / 800, Percentage: 54.5%
- **F.Sc. Key Courses in F.Sc: Mathematics, Statistics, and Physics**
Islamabad Model College For Girls, G-10/2, Islamabad
2013 – 2015
Marks: 691 / 1100, Percentage: 62.8%
- **SSC. Key Courses in SSC: Mathematics, Physics, Chemistry and Computer Science**
Islamabad Model College For Girls, G-10/2, Islamabad
2011 – 2013
Marks: 669 / 1050, Percentage: 63.7%

Professional Experience

Teaching Experience

The Gandhara School, Islamabad — Teacher

Jan 2022 – Feb 2023

- Taught Mathematics and Computer Science to Grade 4 and 5 students; planned lessons, delivered instruction, and assessed student performance.

Private Home Tuition — Psychology Tutor

April 2023 – Till Date

- Taught Psychology to 1st and 2nd year students, providing individualized instruction and academic support.

Maroof International Hospital Islamabad: Internship in Human Resources

July 2017 - Oct 2017

- Gained hands-on experience in various HR functions, including recruitment, onboarding, employee relations, managed employee records, and facilitated training programs.

Freelance Management Experience:

Forest Décor: Email Marketing (Current Role)

Feb 2022 – Present

- I am currently overseeing email marketing campaigns, focusing on audience segmentation, personalized content, and performance tracking.

ABLSoft, California, USA, Web 2.0

July 2021 – January 2022

- Led the development and execution of Web 2.0 strategies, including blogging, and content sharing, to boost online presence.

Nerd Support IT Co., Miami: Digital Marketing & Lead Generation

March 2020 – June 2021

- Developed and managed digital marketing campaigns, including SEO, PPC, and social media, driving a 40% increase in website traffic.

Your Green Pal Lawn Care Co.: Email Marketing & Data Entry

Oct 2017 – March 2020

- Managed and executed email marketing campaigns, resulting in a 40% increase in customer engagement.

Achievements

Achievements:

Expertise in Mathematics and Statistics:

- Demonstrated exceptional skills in mathematical and statistical analysis.
- Achieved top marks in statistical subjects during both my MSc and MPhil studies.

Academic Excellence:

- Achieved the highest marks in my batch in the statistics subject during my MSc degree, scoring 95 out of 100.
- Achieved the highest marks in my batch in the SPSS (Statistical Package for Social Sciences) subject during my MSc degree, scoring 89 out of 100.
- Achieved the highest marks in my batch in the statistics subject during my MPhil degree, scoring 92 out of 100.
- Maintained a high CGPA of 3.79 in MSc, with 81% marks and an A2 grade.

Self-Made Success:

- Financed education independently by working jobs, showcasing strong work ethic and determination.
- Successfully balanced work and academic responsibilities while maintaining excellent grades.

PROJECTS & RESEARCH

MSc in Psychology *Final Year Project: "Self-Regulation and Self Esteem as Predictors of Impulsive Buying in Young Adults" NUML University, 2020*

- Conducted comprehensive research to explore the relationship between self-regulation, self-esteem, and impulsive buying behavior in young adults.
- Designed and executed a study involving a sample of participants to gather data and test hypotheses.
- Utilized advanced statistical analysis techniques to identify significant predictors of impulsive buying behavior.
- Provided actionable insights and recommendations based on research findings to inform marketing strategies targeting young adults.

MPhil in Psychology (Organizational Psychology) *Research Project: "The Effect of Emotional Labor on Burnout and Turnover Intentions among Banking Sector Employees: The Role of Perceived Organizational Support" NUML University*

- Investigated the impact of emotional labor on burnout and turnover intentions, focusing on employees in the banking sector.
- Analyzed the moderating role of perceived organizational support in mitigating negative outcomes associated with emotional labor.
- Employed quantitative research methods, including surveys and statistical analysis, to examine the relationships between variables.
- Developed evidence-based recommendations to enhance employee well-being and reduce turnover intentions, contributing to improved organizational performance.

Skills

Skills: Social Bookmarking · SPSS Expert, Profile Creation · description writing · Ad posting · Product Marketing · Online Advertising · Link Insertion · Lead Generation · Online Research · Meta tags · Infographics · citation · Blog Marketing · Keyword Research · Keyword Analysis · Quora Answers · Link insertion in existing posts · Business Listing · Web 2.0 · Micro Blogs · Online Marketing · Outreach Services · Competitive Analysis · Classified ads · Listings