



## CONTACT ME

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## EDUCATION

- BBA**  
**NUML University Islamabad**  
2013-02-2017-01
- Master of Science: ( Marketing & sales )**  
**Bahria University Islamabad**  
2019-02-2020-09

## SKILLS

- Product Evangelism
- [Product or service] intelligence
- Production procedures
- Production quality monitoring
- Productivity assessments
- Product placements
- Production expertise
- Production economics knowledge
- Production layouts
- Digital Content
- Digital Media Plans

# Ata Ur Rehman Ghumman

## Academi st, Researcher

Highly motivated and detail-oriented researcher with a strong academic background in [Marketing, Consumer behavior, marketing research]. Proven expertise in designing and conducting research studies, collecting and analyzing data. Skilled in [SPSS, MS excel] and committed to advancing knowledge in [Academia, Industry].

## WORK EXPERIENCE

|                           |                   |
|---------------------------|-------------------|
| Digital Product Executive | 2022-09 - 2023-05 |
| Econceptions, Islamabad   |                   |

Econceptions, Islamabad Self-motivated, with a strong sense of personal responsibility. Assisted with day-to-day operations, working efficiently and productively with all team members. Worked effectively in fast paced environments. Gained extensive knowledge in data entry, analysis and reporting. Paid attention to detail while completing assignments. Identified issues, analyzed information and provided solutions to problems. Proven ability to develop and implement creative solutions to complex problems. Applied effective time management techniques to meet tight deadlines. Gained strong leadership skills by managing projects from start to finish. Used strong analytical and problem-solving skills to develop effective solutions for challenging situations. Delivered services to customer locations within specific timeframes. Organized and detail oriented with a strong work ethics.

## Research Experience

- Effect of Hedonic and utilitarian values of Clothing Brands on CBBE (Customer Based Brand Equity).
- Gap Analysis on Pizza preferences of Consumers.
- Academic Research on online learning platform (Jazz Parho).
- Gap Analysis between Academia and industry on field of Engineering and Management.