

Palwasha

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1 PROFILE

A dynamic and detail-oriented coordinator skilled in program management, admissions operations, and social media strategy. I excel at optimizing processes, building strong stakeholder relationships, and leading outreach initiatives that enhance institutional visibility. Passionate about combining administrative excellence with digital innovation to create lasting impact and organizational growth.

2 EXPERIENCE

2.1 ADMISSIONS OFFICER | UNIVERSITY OF RAWALPINDI | DECEMBER 2024 - PRESENT

- ❖ Managed inbound and outbound communication regarding admissions queries and maintained accurate student databases.
- ❖ Processed student applications with precision, ensuring compliance with institutional policies and deadlines.
- ❖ Provided guidance to applicants regarding documentation, eligibility, and admission requirements.
- ❖ Coordinated with internal admissions teams to streamline processes and improve operational efficiency.
- ❖ Conducted outreach activities in Gujar Khan, Chakwal, Daultala, Mianwali, and Rawalpindi to promote university programs.
- ❖ **Contributed to achieving 24% of the university's total admissions** through effective outreach and applicant engagement.

2.2 ADMINISTRATIVE COORDINATOR | FREELINE MOVERS | OCTOBER 2020 – NOVEMBER 2022

2.2.1 A Packing, Shipping, and Freight forwarding company working with UN Agencies on a contract basis

- ❖ Provided comprehensive administrative support to daily operations, ensuring smooth coordination across departments.
- ❖ Streamlined documentation and workflow processes, improving operational efficiency and compliance.
- ❖ Maintained organized records to ensure easy retrieval during audits and supported ISO 9001:2015 and FIDI audit preparations.
- ❖ Implemented effective file management systems, enhancing accuracy and transparency in audit reporting.

- ❖ Developed and executed social media marketing strategies to increase brand visibility and audience engagement.

SOCIAL MEDIA COORDINATOR | ROBAITEC (SMC PRIVATE) LIMITED | MAY 2020–SEPTEMBER 2020

- ❖ As a Social Media Coordinator at Robaitec (SMC-Private) Limited, I developed social media strategies, created content, and monitored performance metrics to enhance engagement and campaign success.

3 EDUCATION

Bachelor of Science in Economics | 12 April 2021-Current | Virtual University of Pakistan

4 SKILLS & ABILITIES

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|---|-----------------------------|
| ❖ Cross-Functional Collaboration | ❖ Poised under pressure |
| ❖ Database Management | ❖ Administrative Support |
| ❖ Excellent interpersonal and communication skills | ❖ Fun and energetic |
| ❖ Technical Proficiency – Skilled in MS Office (Word, Excel, PowerPoint, Outlook) | ❖ Problem-Solving Abilities |

5 ACTIVITIES AND INTERESTS

- ❖ Reading,
- ❖ Hiking,
- ❖ Traveling,

6 LANGUAGES

- ❖ English
- ❖ Urdu
- ❖ Pashto