

FARWA MUBEEN

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PROFESSIONAL SUMMARY

Dynamic and results-oriented professional with MPhil in Business Administration (Marketing). Proven expertise in e-commerce operations, retail management, and business development. Strong track record of launching new venture, improving online store performance, and driving customer engagement. Passionate about innovation and committed to delivering measurable impact.

EDUCATION

- MPhil Business Administration-MARKETING (**Gold Medalist**) 2020- Iqra University Islamabad
- Bachelors in Business Administration-FINANCE (**Gold Medalist**) 2018- Iqra University Islamabad
- FSC (Pre-Med.)
Pakistan international school, Riyadh
- Matriculation (Science)
Federal Board
Pakistan international school, Riyadh

PROFESSIONAL EXPERIENCE

Virtual Assistant

March

2023-present

- Manage Amazon Wholesale FBA, eBay dropshipping, and online arbitrage operations
- Execute product sourcing, listing, inventory management, and brand approvals
- Maintain buy box strategy and optimize seller center performance

B-Fit Fitness club, Islamabad

Nov

2022

Owner/Operator

- Opened and developed a small-scale fitness center

- Designed and led marketing strategies, customer engagement, and nutritional guidance
- Managed facility operations, ensuring high-quality customer experience

Hi Volts private company, Islamabad

AUGUST 2021

Retail and Ecommerce Associate

- Managed and optimized digital stores on platforms including Daraz.pk, OLX, and Google Business, ensuring consistent product availability and attractive presentation.
- Developed and executed targeted digital advertising campaigns to drive traffic and increase online sales.
- Responded to customer inquiries promptly, handled order processing, and provided after-sales support to enhance customer satisfaction.
- Conducted in-depth market research to identify emerging trends, competitor strategies, and new product opportunities.
- Collaborated with the marketing team to create engaging content and promotional materials for social media platforms.
- Registered and set up new vendor shops across multiple e-commerce platforms, expanding the company's digital footprint.
- Collected and analyzed sales and customer engagement data to recommend strategic adjustments and improve overall performance.

ADMISSION DEPARTMENT (INTERN) - IQRA UNIVERSITY

2017

- Supported administrative tasks and document management

CERTIFICATIONS

- Health and nutrition certificate (Basic to advance level)
- Google analytics (in progress)

TECHNICAL SKILLS

- Amazon Seller Center & eBay management
- Social media management and digital marketing
- MS Office (Word, Excel, PowerPoint)
- Data entry & document control

- Online arbitrage tools
- Inventory management systems
- Basic analytics and reporting
- Product sourcing and listing
- Digital advertising platforms
- Typing speed (31 WPM)
- Digital literacy and basic IT skills

SOFT SKILLS

- Analytical problem-solving
- Verbal and written communication
- Customer service orientation
- Creativity
- Attention to detail
- Adaptability and resilience
- Time management
- Initiative and proactiveness
- Teamwork and collaboration
- Conflict resolution
- Decision-making
- Leadership potential
- Flexibility
- Organizational skills
- Continuous learning
- Professional mindset

LANGUAGE

- ENGLISH (FLUENT)
- URDU (NATIVE)

ACHIEVEMENTS

- Gold Medalist – MPhil in Business Administration (Marketing)
- Gold Medalist – BBA in Finance
- Dean's List Recognition

- Successfully launched and grew a fitness business
- Recognized for excellent customer service and client retention

INTERESTS

- Travel, Art & Sketching, Health & Fitness

REFERENCE

References available upon request