

Amana Afaq

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A highly ambitious and adaptable individual, I have recently pursued a Management Studies degree with unwavering motivation to instigate positive transformations within organizations. My journey is propelled by a deep-seated desire to optimize processes and foster a culture of growth and excellence, echoing my experiences as a dedicated researcher and content writer. With each endeavor, I am committed to relentless learning and development, striving to evolve into a proactive leader in the dynamic realm of management.

Work Experience

Lead Generation (part time/remote)

WorkandSolutions-Pakistan

December 2024 to May 2025

I worked as a Lead Generation Expert with key responsibilities including filtering out the target audience, sending cold messages, and following up using 2 major platforms i.e., LinkedIn (Sales Navigator) and Instagram, with the main aim of converting them into potential leads.

Academic Researcher and Supervisor

Dmark-Islamabad

March 2024 to August 2024

As a research supervisor, my key responsibilities included handling and managing the team, conducting interviews, screening process and daily activities. Not only this, I was there to assist the new employees and help them through their daily tasks. Besides, I was also responsible for conducting research, fulfilling certain tasks, proposing business models and ideas etc. Apart from this, job responsibility also included creating a unique content according to the needs of the clients.

Content Writer

M6 Builders-Islamabad

April 2022 to March 2023

I anonymously worked as a content writer for M6 builders. Key responsibilities included providing attractive and unique content for social media posts in order to attract and engage the followers with the main aim to convert those followers into potential customers.

Lead Researcher

Soar Tech-CA

March 2021 to October 2022

Soar Tech. is a Canadian based company responsible for providing digital marketing services to different firms. I, as a lead researcher was responsible to analyse the market and industry trends, consumer and competitor behaviour and emerging opportunities and threats. However, research was customised according to the company's needs.

Education

Bachelors in Leadership and Management Studies

National Defence University Islamabad

September 2020 to June 2024

Intermediate in Pre-medical

Quaid-e-Azam Divisional Public College

April 2018 to April 2020

O Level in Science

Sialkot Grammar School

April 2006 to January 2018

Skills

- Presentation Skills
- Microsoft Office
- Leadership
- Communication skills
- Canva

Links

<https://www.linkedin.com/in/amana-afaq-000557301/>

Additional Information

- Social Media Manager
- "AL-NASAR-UN-NAAS" is a community service project dedicated to serving the needs of the people, where I actively contributed in the capacity of a report writer. My role involved meticulously documenting the project's initiatives, progress, and impact, ensuring that the efforts and achievements were effectively communicated to stakeholders and the wider community. Through my role, I strived to encapsulate the essence of the project's mission and the positive changes it brought about, underscoring the importance of collaborative endeavours in uplifting society.