

Iqra Saman

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📍 Rawalpindi Pakistan

Profile

Motivated and results-driven business professional with a BBA in Human Resource Management and currently pursuing MSc in Marketing. Skilled in understanding both people and market dynamics, with a passion for integrating HR strategies and marketing insights to enhance organizational growth and employer branding. Eager to contribute fresh ideas, analytical thinking, and creativity to a forward-looking organization that values innovation, employee engagement, and strategic communication.

Professional Experience

2021 – Present	Freelancer Digital Marketing Specialist • Digital Marketing • Meta ads, Google ads • Keyword research and target audience
Aug 2020 – Sep 2020	Pearl Continental Hotel Corporate Training Internship Training topic • Emotional intelligence • Work life balance • Interpersonal skills
Jun 2020 – Aug 2020	National Bank of Pakistan Public Relation Internship • Strategic Hr planning • Hr operation • Public dealing

Education

2025 – Present Rawalpindi	MSc in Business Administration(Marketing) Fatima Jinnah women university
2017 – 2021 Rawalpindi	Bachelor of Business Administration (HR) Riphah International University

Skills

- Social Media Marketing
- Brand management and positioning
- Employee engagement and retention strategies
- Critical thinking and problem solving

Courses

2023 Rawalpindi	Digital Marketing Azad chai wala institute Certified Professional Digital Marketer with hands-on experience in creating and managing digital campaigns across social media and online platforms. Skilled in strategic advertising, online brand promotion, and data-driven marketing techniques.
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