

MEHMOONA RAFAQAT

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OBJECTIVES

Results-oriented lecturer with proven experience in curriculum development, student assessment, and academic guidance, aiming to utilize my expertise to enhance learning outcomes and support institutional growth.

PROFESSIONAL SKILLS

- | | |
|--------------------------------|-------------------------------------|
| ★ MS Office | ★ Multitasking |
| ★ Leadership & Team Management | ★ Strategic & Creative Thinking |
| ★ Facebook meta | ★ Communication |
| ★ Interpersonal skills | ★ Problem solving & Decision making |
| ★ Academic Writing/ Research | ★ Content writing |

PROFESSIONAL EXPERIENCE

Digital Marketing Manager-Bravo Foods Ltd

September 2021 - October 2025 | Rawalpindi, Pakistan

Created, executed, and managed social media and marketing campaigns to build brand awareness, drive engagement, and achieve business objectives. Conducting market research to identify trends, opportunities, and audience preferences. Creating, accurate, and managing content for social media platforms and marketing channels. Collaborated with graphic designers, copywriters, and other team members to produce high-quality content. Maintain a content calendar to ensure consistent and timely posts. Coordinated with external vendors and agencies as needed. Stayed up-to-date with the latest social media trends, tools, and best practices. Adapted strategies and tactics to stay ahead of industry trends and competitor activities.

Visiting Lecturer - National College of Business and Economics

Nov 2013 - June 2015 | Bahawalpur, Pakistan

Responsibility included delivering high-quality instruction in marketing courses, contributing to the department's academic goals, and engaging in professional development and research activities. The role includes teaching undergraduate and/or graduate-level courses, mentoring students, and participating in departmental and university service. Develop and deliver engaging lectures, seminars, and workshops in marketing. Create and update course materials, including syllabi, assignments, and assessments. Evaluate and grade student performance fairly and timely.

Internship- Pakistan Telecommunication Company Limited (PTCL)

July 2009- October 2009 | Rawalpindi- Pakistan

EDUCATION & CREDENTIALS

MS- Marketing	2017	International Islamic University Islamabad GPA:4.00
MBA- Marketing	2013	International Islamic University Islamabad GPA:3.90
BBA(Hons), ITM,	2011	International Islamic University Islamabad GPA:3.43

PUBLICATION

Rafaqat, M. ,Shabbir, S., A. & Bargram, M., B. (2017).The impact of Relationship Marketing Investment on Customer Gratitude, mediating the role of Purchase Intention & Referral”. Journal of Management & Contemporary Sciences, 3(2),39-58,, ISSN (Online): 2521-8247.

CERTIFICATIONS

- Marketing in Digital World (2024). Coursera- University of Illinois.
- Google Ad for Beginners (2021). online,Coursera.
- The Fundamentals of Digital Marketing (2021). online- Google Digital Garage.
- Introduction to the Digital Advertising Landscape (2021). Coursera-University of Colorado Boulder.
- Introduction to the Digital Advertising Landscape: Programmatic Advertising (2021). Online- The Trade Desk Edge Academy.
- Digital Marketing and Freelancing (2020). Ultimate Digital Learning Academy.
- Wordpress and Search Engine Optimization (2020). Ultimate Digital Learning Academy.

ACADEMIC PROJECTS

- Organised seminars on “*The Art Of Leadership*”, “*Working of Stock Market & Working of SECP*” and “*Entrepreneurship*” in International Islamic university, Islamabad.
- Organised the one day stall , collaborating with *City Distribution* (Official Distribution Company) and represented the products of *Unilever* in International Islamic University, Islamabad.
- Developed & designed the complete Database for NTS as “*Test Management System*” using Oracle forms & reports data modeler and SQL developer & oracle database 9i- Final Project BBA
- Research Project on “*The impact of Celebrity Endorsement on Customer Retention and Brands of Pakistan*” – Final Project MBA.
- Research Project on “ *The impact of Relationship Marketing Investment on Customer Gratitude , mediating the role of Referral & Purchase Intention*”- MS Thesis

ACHIEVEMENTS

- MBA distinction holder
- Stood 1st position in FMS and 5th in International Islamic University Islamabad, during the MS program.
- Certificate of appreciation and a Trophy on organising a seminars in International Islamic University Islamabad.- 2008, 2009 & 2012
- Judged the Tabular Competition for Red Crescent Society (2009)
- Launched an Entrepreneurial Club in International Islamic University.
- Invited for the lunch at Prime Minister House Islamabad-2017 for outstanding performance during MS program.

*Reference would be furnished upon demand.