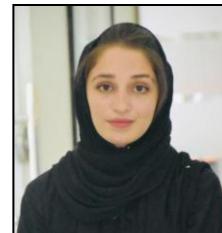


Moqadas Shaheen

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Goal-oriented professional seeking to leverage my skills and expertise for the success of a reputable company in a competitive environment. With a strong focus on teamwork, leadership, and creativity, I strive to contribute effectively to the organization's growth and achieve outstanding results.

EDUCATION

MS Marketing & Sales (MS Marketing & Sales)

3.97/4.00

September 2022 to February 2024

Bahria University Islamabad, Pakistan

Research- Emotional versus Rational Advertising: A Comparative Study of Their Impact on Purchase Intentions for Utilitarian and Hedonic Products.

Thesis- Digital Humans Conversion into Customers- The Future of Fashion in Pakistan, A Mediating Role of Customer Experience

Achievement: Highest CGPA in batch Fall-22/ Gold Medalist

Bachelor of Business Administration (BBA)

3.79/4.00

September 2018 to July 2022

COMSATS University Islamabad, Attock Campus, Pakistan

Research: Humrahi - A Digital Marketing Campaign Which Changes the Customer Perspective Towards Insurance - A Case on EFU Life Insurance Company

Achievement: Highest CGPA in batch Fall-18 Campus Gold Medalist

PROFESSIONAL EXPERIENCE

Lecturer at COMSATS University Islamabad Attock Campus, Punjab, Pakistan

Feb 2025-Present

- Teaching Entrepreneurship and Anthropology
- Managing Entrepreneurial Expo
- Teaching, Examining, and Evaluating Students
- Helping Research Scholars in their research
- Folder Maintaining
- Advisory Sessions

**Exam Assistant at Air University Aerospace and Aviation Campus
Kamra, November 2024 – Present**

- Answer Book Receiving, Question Paper Secrecy maintaining and collection
- Scheduling Duty Roster for Exam Invigilators
- Exam Seating Plan, Date sheet Making
- Printing and Result Compilation

Marketing Specialist at Millioncents- A forex trading Company, March 2024 – November 2024

- Social Media Management of Organization (FB, Insta, Twitter, Google Business, TikTok, YouTube)
- PR, and Managing, Paid Campaigns
- Converting Customers and Generating Leads

Executive Content Writer, Lancerhop.com, May 2022–Mar 2024

- Research work related to academia and Industry
- Creative Writing in terms of Blogs, Articles, Summaries, etc.
- Research Tools: SPSS, Smart PLS, NVivo

Sales Representative Intern, COMSATS Attock, November 2021-Feb,2022

- Represented the Admission Office for 3 months
- Organized Orientation SP22
- Came up with 300+ Admissions

Web Content Writer, IT Class, Lahore June 2020-September 2020

- Creative Writing
- SEO Based Content for Web
- Daily posts of about 1500 words

Marketing Manager, Attock Welfare Society, Jan 2022– Jan 2023

- Marketing Plan for Society
- Management of Social Platforms
- PR and Sponsor Management
- Organized *Aftar Dastarkhan* for Neediest and Clothing Distribution
- Donations and Collection Events Marketing

Co-founder Khirad Khana (Self Startup), Oct 2020 – Present

- Social Media Management
- Client Hunt and Donations Management
- Collection and Distribution of Books

Worked with

- MS Office 365
- Shopify
- Wix.com
- WordPress
- Canva
- Jungle Scout
- SPSS
- Smart PLS
- NVivo
- Amazon Workspace
- Google Ads
- Postgre SQL
- Google Sites
- Google Forms
- Google Business
- MailChimp
- Mobirise

FREELANCE CONTENT WRITING PROJECTS

Projects:

- Research Paper on “Key To Employee Performance, Management’s Role, And Organizational Success”
- Research Paper on “Foreign Celebrity Endorsement or National Celebrity Endorsement? A New Perspective on the Relationship between Celebrity Endorsement and Advertising Effects”
- Research Paper on “Impact of Social Media Influencer Characteristics on Purchase Intentions of Consumers”
- Marketing Plan on “Strategic Marketing Plan for Gourmet Pakistan”
- Case Study on “Food Security- A critical component of National Security: A case study of Pakistan”
- Case Study on “Ukraine Nuclear Energy and the Role of the International Nuclear Safety Regime”
- Project Report on “Construction of Energy Efficient Office Building in London”

On-Ground Projects:

- Presented in the Digital Marketing Consortium in the “Battle of Brands Competition” and got 3rd position in the event with my teammates representing the CUI Attock earned a prize check too, at Baksh International.
- Organized Techfest the largest gaming event of CUI Attock in 2019, ranging from digital to outdoor games.
- Participated in Brand Wars tackling my founded brand Khirad Khana and presented to the National Incubation Center Panel 2020.
- At Young Entrepreneurship Society Organized Event, Entrepreneurial Expo 22, in which 30+ brands are presented to Investors.
- Organized Tree Plantation Campaign under the Young Entrepreneurship Society and planted 500+ plants in the backyards of CUI, Attock 2021.
- Created Comsats Campaign for Healthy Pakistan and did a Tree plantation event in 2019 planting 200 plants at DHQ, Attock.
- Organized a Donation Campaign for Medical purposes under CCHP (Comsats Campaign for Healthy Pakistan) and collected 80,000+ cash within 3 hours.
- Organized Orientation Sp2022 and managed the event and dining of 1000+ new admission at CUI, Attock 2022
- Organized Speaker Session on "Influencer Marketing and Public Relations- A Guide by Industry Leaders" managed the event, speaker, and marketing part.
- Organized Convocation 2025 at the AIR University Aerospace and Aviation Campus, Kamra.
- Attended the LEXSEM Symposium 2025 at COMSATS University Islamabad- An insightful event where English students showcased linguistic theories like Saussure’s and Ogden & Richards’ brilliantly linking them with AI and modern applications.
- Attended the Open House Expo at Air University’s Aerospace and Aviation Campus in Kamra. Renowned organizations like **Pakistan International Airlines, National Aerospace Science & Technology Park (NASTP), Haier, Pakistan Aeronautical Complex Kamra, MCB Bank Limited** and many other’ Focal persons was there, showcasing their commitment to innovation and industry academia collaboration.

Professional Certifications

- Use MailChimp to Build an E-mail Marketing Campaign-Coursera
- Social Media Marketing-HubSpot Academy
- Digital Marketing- Google Garage

- Inbound Marketing- HubSpot Academy
- Building a Business Presence with Facebook Advertising- Coursera
- What is the Metaverse?- Meta
- Generative AI: Prompt Engineering Basics-IBM
- Generative AI: Introduction and Applications-IBM
- Generative AI for Digital Marketing-IBM
- Fundamentals of Equities-Interactive Brokers

References

- ❖ **Dr Asma Basit**, Senior Assistant Professor, Bahria University, Islamabad, Pakistan
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- ❖ **Dr. Muhammad Shakil Ahmad**, Associate Professor, COMSATS University
Islamabad, AttockCampus, Pakistan
Email: drshakil@ciit-attok.edu.pk
- ❖ **Mr. Sharjil Khan**, Supervisor, Team Writers at Lancerhop.com, Islamabad, Pakistan,
Email: sharjikh774@gmail.com
- ❖ **Mr. Tahir Rasool**, Assistant Director Examination at AIR University, Aerospace and Aviation Campus,
Kamra.
Email: adexam@aack.au.edu.pk