

HAFZA RAZA

Aspiring Lecturer

CAREER SUMMARY

I'm a Project Manager/Social Media Manager who found her second calling in the classroom. With hands-on experience in project execution, digital operations, and cross-functional team leadership, I bring the kind of real-world perspective that books alone can't offer. Backed by a BBA in Supply Chain Management and an MSc in Project Management, my goal is simple: to help students graduate not just with a degree, but with the practical skills to thrive in modern organizations.

CONTACT

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📍 Islamabad, Pakistan

EDUCATION

Masters in Project Management

Bahria University,
Islamabad
2023-2025 CGPA: 3.7

Bachelor of Business Administration

COMSATS University,
Islamabad
2018 - 2022 CGPA: 3.4

SKILLS

- Project-Based Learning
- Student Mentoring
- Curriculum Support
- Case Study Development
- Classroom Communication
- Assessment Support
- Communication
- Adaptability
- Attention to Detail
- Problem Solving
- Positive Behaviour
- Reliability

WORK EXPERIENCE



Social Media Manager

AdNex Digital Marketing Agency
June 2024 - Present

- Developed and executed comprehensive content strategies across social media platforms, covering ideation through to publishing.
- Created detailed content calendars to plan and schedule posts, ensuring consistent brand presence.
- Conceptualized creative ideas for visual content and short-form video (Reels), collaborating with designers and editors for production.
- Planned, launched, and managed Meta Ads campaigns (Facebook & Instagram), optimizing for reach, engagement, and conversions.
- Conducted performance tracking and prepared detailed analytics reports to measure growth and campaign effectiveness.
- Executed email marketing campaigns, managing content, scheduling, and audience segmentation.



Associate Project Manager

Deewar Studios, Islamabad
Sep 2022 - Mar 2024

- Assisted in product development and digital marketing initiatives for a startup environment.
- Managed daily operations, supported HR activities, and coordinated between teams to streamline workflows.
- Maintained client communication, ensuring alignment between business requirements and development outcomes.

TEACHING INTERESTS



Business & Management:

Introduction to Business, Introduction to Management, Operations Management, Total Quality Management



Project Management:

Fundamentals of PM, Planning & Scheduling, Quality Management, Monitoring & Control, Agile PM



Supply Chain & Logistics:

Supply Chain Design & Control, Logistics Management, Inventory & Materials Management, Strategic Sourcing