



Rabia Younis

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Place of birth: Gujrat, Pakistan | **Nationality:** Pakistani | **Gender:** Female | **Phone number:**

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Address: 44000, Islamabad, Pakistan (Home)

WORK EXPERIENCE

NANDA WEAR (PVT) LTD – SIALKOT, PAKISTAN

MEDIA & MARKETING ASSISTANT – 04/2025 – 10/2025

- Helped plan and carry out marketing campaigns across social media, email, and print.
- Created content for posts, newsletters, and promotional materials.
- Managed and updated social media accounts to boost engagement and visibility.
- Monitored campaign performance and prepared simple reports using tools like Google Analytics.
- Assisted in organizing events, product launches, and promotional activities.
- Supported the team with day-to-day marketing tasks and admin work.
- Helped keep the website up to date with fresh and relevant content.
- Worked with designers and printers to produce marketing materials.
- Conducted basic market research to understand audience needs and trends.
- Maintained brand consistency across all platforms and materials.
- Responded to media inquiries and kept track of media contacts.
- Helped manage content calendars and scheduling for campaigns.

GRID INC. – GUJRAT, PAKISTAN

MULTIMEDIA ARTIST – 08/2019 – 03/2025

- Developed a strong passion for art as a Multimedia Artist, consistently exploring various creative mediums.
- Gained hands-on experience in photography, videography, graphic design, and animation.
- Applied a multidisciplinary approach to effectively express ideas and emotions through visual storytelling.
- Captured compelling moments through photography and video to create impactful visual narratives.
- Brought concepts to life through animation and illustrations to engage and inspire audiences.
- Strived to create immersive and captivating visual experiences across different platforms.

GIFT UNIVERSITY – GUJRANWALA, PAKISTAN

VISITING LECTURER – 05/2023 – 10/2023

- Deliver engaging lectures and lead interactive workshops in Fine Arts and Design department, fostering a dynamic learning environment.
- Inspire and mentor students to think critically, explore their creativity, and challenge traditional artistic boundaries.
- Design and implement course content that supports both technical skill development and conceptual growth.
- Encourage individual artistic exploration and provide constructive feedback to help students refine their creative voices.
- Support students in discovering their unique artistic paths and building confidence in their creative abilities.
- Find deep professional fulfillment in nurturing the next generation of artists and witnessing their growth and passion.

FREELANCER – PAKISTAN

DOP – 06/2022 – 08/2022

- Child and Women sanitation (Afghan refugees in KPK)
- Education and Innovation (Balochistan)
- Artificial glacier innovation (Kaplu, Gilgit Baltistan)

EDUCATION AND TRAINING

09/2017 – 10/2021 Gujrat, Pakistan

BACHELOR OF DESIGN University of Gujrat

Website <https://www.uog.edu.pk/> | **Level in EQF** EQF level 6

2015 – 2017 Gujrat, Pakistan

HIGHER SECONDARY SCHOOL Punjab College

Level in EQF EQF level 3

Level in EQF EQF level 1

LANGUAGE SKILLS

Mother tongue(s): PANJABI; PUNJABI

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
URDU	C2	C2	C2	C2	C2
ENGLISH	C1	C1	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Microsoft Office | Social Media | Google Drive | Adobe Illustrator | Adobe Photoshop | Adobe Photoshop Lightroom | project management | Photography | commuication