

Wisha Nasir

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EDUCATION

Master's in Business Administration (MBA) <i>Lahore School of Economics</i>	2023
B.A./B.S. Major in Marketing & Minor in Media Studies <i>Lahore School of Economics, Lahore, Pakistan</i>	2022

WORK EXPERIENCE

Lahore School of Economics Teaching Assistant <ul style="list-style-type: none">Led tutorial sessions, grading assignments, and providing one-on-one assistance to ensure student comprehension and academic success. I collaborated closely with faculty to develop course materials and contributed to a dynamic learning environment.	2022-2023
New Media Practices Project Head <ul style="list-style-type: none">Oversaw innovative media projects from conception to execution. Directed cross-functional teams, managed budgets and marketing to deliver cutting-edge media solutions that enhanced engagement and outreach. (@hoshyaar_lse)	2022
Xcentric Services Digital Media Marketing Intern <ul style="list-style-type: none">I engaged in the development and implementation of digital marketing strategies, content creation, and analysis of engagement metrics to optimize online campaigns and enhance brand presence.	2022
Care Foundation LUMUN SRP Internship Manager <ul style="list-style-type: none">Led a team of interns in managing a government school in Momin Pura, Lahore. Spearheaded fundraising initiatives and secured sponsorships to support educational development.	2016

PROJECT EXPERIENCE

Lahore School of Economics Thesis - Impact of promotional tools on impulse buying, regret and brand loyalty <ul style="list-style-type: none">Utilized SPSS to conduct rigorous quantitative analysis, leveraging statistical techniques to evaluate and interpret the collected data, enabling a robust examination of the relationships between consumer behavior and brand dynamics.	2023
Lahore School of Economics Projects during MBA <ul style="list-style-type: none">Worked on a sales force management project with a beauty salon.Worked on a supply chain and operations management project with a plastic manufacturer.Worked on a branding project with packages ltd.	2023
Lahore School Small and Medium enterprises; Marketing Head <ul style="list-style-type: none">Captivated audiences at the prestigious SME Exhibition in 2022 with a compelling presentation on the revolutionary business model, "Plant Valley," showcasing its unique value proposition and market potential, resulting in widespread acclaim and industry recognition.	2022

VOLUNTEER EXPERIENCE

Lahore School of Economics Welfare Society Secretary <ul style="list-style-type: none">Activated the Welfare society as a dedicated member, driving impactful fundraising initiatives and rallying community involvement to secure essential funds and generate widespread awareness for the betterment of orphaned children.	
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RELEVANT SKILLS

Technical Skills: SPSS, Stata, Dreamweaver, Microsoft Office
Languages: Urdu, Punjabi, English – Professional working proficiency