

# RAMSHA KHALID

## FASHION MARKETING STUDENT

☎ 0321-4941324   @ ramsha494@gmail.com   📍 Lahore, Punjab

### SUMMARY

I am a dedicated and accomplished Fashion Marketing student with a strong skill set in visual and retail merchandising. I thrive in high-pressure situations, excelling at multitasking and managing teams effectively. My experience spans various projects, including brand reinvention and marketing strategy development, and I am eager to apply my skills within the fashion marketing industry

### CERTIFICATION

Social Media Management  
Certification – Insider (SMC-  
Pvt)

Mentorship Certification – HSY

### KEY ACHIEVEMENTS

#### Brand Reinvention Projects

Successfully led multiple projects aimed at brand rehabilitation and marketing strategies, showcasing my ability to handle multiple responsibilities and achieve results under pressure

### STRENGTHS

#### Strengths

Proficient in visual merchandising, project management, and developing effective marketing strategies

### INTERESTS

#### Hobbies

Yoga  
Badminton  
Painting  
Model building

### EDUCATION

#### Bachelor's degree in Fashion Marketing and Merchandising

Pakistan Institute of Fashion and Design

📅 01/2020 - 01/2024   📍 Lahore, Pakistan

#### FSC Premed

Al-Waris College

📅 01/2018 - 01/2020   📍 Lahore, Pakistan

### EXPERIENCE

#### Marketing Intern

online magazine

📅 01/2022 - 04/2022   📍 Lahore, Pakistan

- **Social Media Management:** Scheduling posts, engaging with the audience, and analyzing performance metrics.
- **Content Writing:** Creating articles, blog posts, or social media captions.
- **Editorial Planning:** Assisting with content calendars and brainstorming ideas.
- **SEO & Research:** Optimizing content for better reach and engagement.

#### Fashion Marketing & Content Creator

HSY

📅 10/2022   📍 Lahore

- Gained firsthand experience in launching fashion collections, from concept to execution.
- Designed engaging grid posts for social media to enhance brand visibility.
- Created compelling content to drive audience engagement and brand awareness.

#### Volunteer Teacher

SOS Children's Village

- Taught **Math and English** to orphaned children using interactive exercises, storytelling, and practice worksheets.
- Fostered an engaging learning environment to improve **literacy and numeracy skills**.
- Helped boost students' **confidence** in academics through personalized guidance and encouragement.

### SKILLS

Fashion-Savvy	Articulate	Email Marketing	IAM	SEM
SEO	Photoshop	Illustrator	Deadline-Oriented	
Persuasive				

### LANGUAGES

English   Native ●●●●●   Urdu   Native ●●●●●