Ramsha Khalid

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# Objective

* A dedicated and accomplished Fashion marketing student. Strong skill set in visual merchandising. Highly oriented. I aspire to gain more practical experience of the Fashion marketing world and to utilize it accordingly.

## Leadership

* I have worked on many projects such as launching a skincare brand, rebuilding older brand images and I was in charge of the training marketing interns in a company for over three months. All of this experience has given me confidence to lead and to discover my strong ability of multitasking without cracking under the pressure. I perform well in high pressure situations, and I delegate duties to make time for more important tasks.

## Communication

* I have a strong enthusiastic ability and capacity to relate to various individuals and that reflects in my communications with colleagues. I'm ready to investigate the circumstance and various individuals that I collaborate with and afterward handle the circumstance likewise. I acted as a direct contact for clients and responded to a huge number of calls. I am clear and concise about my words.

## SKILLS

* Fluent in English and Urdu
* Ability to meet project deadlines
* Solid communications abilities
* Sound knowledge of the fashion industry
* Proficiency in Photoshop, Illustrator, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, social media strategy
* Typing speed 65 WPM

# Experience

# Worked on Projects to reinvent older brands

# Volunteered at SOS Children’s Villages Pakistan

# Worked for a marketing company for three months as an intern

# Worked with teams of 10 to come up with marketing strategy

# Experienced firsthand the process of launching collections

# HSY mentorship program 21’

# Education

* Bachelor’s degree in Fashion Marketing and Merchandising from PIFD
* FSC Premed from Al-waris college
* Matriculation from Defense Public School

# Hobbies

* Yoga
* Playing Badminton
* Watching TV shows
* Painting and model building
* Listening to true crime podcasts
* Discovering new music

WORK EXPERIENCE RAMSHA KHALID A dedicated and accomplished Fashion marketing student. Strong skill set in visual and retail merchandising. Highly oriented. I aspire to gain more practical experience of the Fashion marketing world. Worked on Projects to reinvent older brands Volunteered at SOS Children’s Villages Pakistan Worked for a marketing company for three months as an intern Worked with teams of 10 to come up with marketing strategy Experienced firsthand the process of launching collections HSY mentorship program 21’ Conducted market research to understand customer needs and preferences, and used this information to inform targeted marketing campaigns Planned and executed successful campaigns across various channels, including social media, email marketing, and events SKILLS EDUCATION Bachelor of Design PAKISTAN INSTITUTE OF FASHION AND DESIGN LANGUAGE English Urdu ramsha494@gmail.com 03214941324 387,P Block Street 182, DHA, Lahore Strategic thinking Creative problem-solving Market research Social media management Data analysis Project management Leadership Team management Ability to meet project deadlines Solid communications abilities Sound knowledge of the fashion industry Proficiency in Photoshop, Illustrator, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, social media strategy Communication Collaboration Time managemen