



## Aqsa Sohail

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Chaklala Scheme 3, Rawalpindi/Islamabad

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### Education

**FAST - National University of Computer and Emerging Sciences, Islamabad.**

<b>Bachelor of Business Administration (BBA)</b>	<b>2025</b>
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<b>Major:</b> Marketing	
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Roots IVY International, Islamabad	<b>2021</b>
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**A- Levels (Pre-Engineering)**

Roots IVY International, Islamabad Roots IVY International, Islamabad	<b>2019</b>
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**O- Levels (Computers)**

### Projects

**Final Project:** Exploring Consumer Purchase Intentions and Adoption Barriers for Electric Vehicles in Pakistan

To study the impact of barriers in the adoption of EVs in Pakistan and how Government policies can mitigate these impacts.

### Semester Projects

**KHUDRUNG – Marketing/Entrepreneurship Gala**

Devised a business plan and curated a website called Khudrung “a place to empower local artisans” along with its marketing, HR, Finance plan.

**Digitalizing Lanzhou –Digital Marketing Plan**

Curated and improved the social media marketing of a Chinese restaurant along with an implementation report

**Sustainability Audit – Strategic management Plan**

Ran a sustainability audit for a popular local restaurant along with a feasibility report and implementation plan

**Research paper:** Factors Affecting Consumer Choices In Green Product Selection

Accepted for publication in ITAMAR-24

### Work Experience

<b>Marketing Assistant at Apex Aura enterprises, Islamabad</b>	<b>Aug 2024 – Nov 2024</b>
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<b>Procurement Intern at Ufone &amp; PTCL, Islamabad.</b>	<b>Jun 2024 - Aug 2024</b>
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<b>Sales Intern at MCB Bank, Rawalpindi</b>	<b>Aug 2023 - Sep 2023</b>
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### Skills & Tools

<b>Professional Skills</b>	Sound in people skills, good team spirit, able to work and collaborate well with colleagues, proficient in managing & organizing skills, Problem Solving.
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<b>Technical Skills</b>	Power BI, MS-Office, MS- Word, MS-PowerPoint, MS Excel, Canva, Prezi, SAP, SQL, Database uploads, Sales Reporting.
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### Achievements

Dean’s list recipient

Bronze Medalist in International Kangaroo Mathematics Contest (IKMC)

### Trainings / Certification

PwC Switzerland's Power BI certification

Technical Product Management Certification

SQL for Data Analytics Certification

Go.Data: Building additional dashboards in Power BI

### Activities

Participant at WWF- Pakistan’s SPELLATHON, 2016-2017

Ambassador for Wetlands Conservation on World wetlands Day for Pakistan Wetlands Program

Volunteered for Space fiction writing contest headed by SUPARCO & IST, 2018

Member of management Society of NASCON’2022

### Interests

Writing, Reading, Zip lining, Water sports, Origami, Gardening, Volunteering, Foreign languages, Chess