



## Amna Faheem

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Sector A , Bahria Enclave, Islamabad

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### Education

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

**Bachelor of Business Administration (BBA)**

**2021**

**Major:** Marketing

Pakistani Islamic School Al Ain UAE

**2019**

**HSSC I & II**

### Projects

**Final Project:** Investigating the Impact of Social CSR and Social Media Advertising on Boycott Intention with the Mediation of Brand Strength in the Fast Food Industry.

To study the impact of boycotts on the fast food industry in Pakistan specifically and how organizations can mitigate the impact.

### Semester Projects

#### Idea Fest- Entrepreneurship

Started a small scale business called *Ainakaari* to sell hand-painted mirrors and carried out a marketing campaign for the length of the semester leading up to the final exhibit at Nascon 24

#### Tedx-English II

Conducted a Tedx style Ted talk as part of final project in the course of English II on the topic "Impacts of the Advent of Streaming Services on Cinema Culture"

#### Launch of HelloFresh in Pakistan

Created a Marketing and Ad campaign for the launch of HelloFresh in Pakistan

#### Re-launch of SWVL Marketing Campaign

Created a marketing campaign for the relaunch of SWVL in Pakistan

### Work Experience

**Sales and Marketing Intern at 9XeroDigital, Islamabad.**

**Mar 2024 - May 2024**

**Sales Analyst Intern at Easy & Logic, Islamabad.**

**Oct 2024 - Ongoing**

### Skills & Tools

#### Professional Skills

Sales Development, Lead Generation, Email Marketing, Cold Calling, Email Outreach, B2B Sales Fundamentals, Copywriting, Problem Solving, Data Collection & Survey Conducting, Job Description & Specification Development

#### Technical Skills

Data Analysis, SQL, Power BI, Microsoft Office Suite, Google Suite, QuickBooks Accounting Software, IBM SPSS, Canva

### Achievements

Dean's List Fall 2024

### Trainings / Certification

Google Ads (Search) Certification

Power BI Certification

### Activities

Nascon 22: Team Officer Auditorium Management

Nascon 23: Team Officer Team National Solutions Convention

Nascon 24: Co-founder Ainakaari, Idea Fest 2024

### Interests

Travelling, Networking, Public Speaking