



Aleena Hussain

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Defense Housing Authority Phase II, Islamabad

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Education

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

Bachelor of Business Administration (BBA)

2021-

Major: Marketing

Beaconhouse School System, Islamabad

2019-2021

A- Levels (Social Sciences)

Beaconhouse School System, Islamabad

2016-2019

O- Levels (Sciences)

Projects

Final Project: Mobile Wallets and Gen Z: Enhancing Retention through Social Media Marketing, AI, EWOM, and Customer Satisfaction

To explore how various mobile wallet applications in Pakistan are leveraging Social Media Marketing, electronic Word-of-Mouth, Artificial Intelligence and other strategies to enhance customer satisfaction and foster user retention among Gen Z.

Semester Projects

Saffron Natural –Digital Marketing Plan -Designed a comprehensive marketing campaign for Saffron Natural, encompassing all aspects of online, digital marketing.

Performance Management System Evaluation for HBL- Conducted a thorough analysis of the performance management system at HBL, examining the existing processes and identifying areas for improvement.

Research Paper- "The Effect of Patriarchy on Female Employees in Pakistan: Job Satisfaction, Career Development, and Equal Opportunities. – *Internationally Accepted*.

Business Idea: Blissful Buds- Developed a business concept centered around selling ceramic pot succulents with a focus on sustainability and local sourcing.

Work Experience

Marketing Associate at Elite Aluminum, Islamabad.

Sept 2024 -

Marketing Intern at Renewables& Technologies, Islamabad.

July 2024 - Aug 2024

Skills & Tools

Professional Skills Excellent communication and people skills, reliable team player, able to work, adapt and collaborate well with others, proficient in managing & organizing skills.

Technical Skills MS-Office, MS- Word, MS-PowerPoint, MS Excel, Canva, Prezi, Bizagi, SPSS, Power BI

Achievements

Head Entrepreneurial Venture of NaSCon'24- also given title of Best Performer

Member of Business Events- Entrepreneurial Venture- NaSCon'23

Officer of Event Management- FAST Management Society (22-23)

Trainings / Certification

Campus Ambassador for VistaX at FAST-NUCES

Go.Data: Building additional dashboards in Power BI

Nestle E-Learning 2024 | Sustainability

Activities

Volunteer Work at Tent School

Food Drives

Tree Plantations

Interests

Travelling, Learning Languages, Design, Music