



Hamna Iftikhar

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Education

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

Bachelor of Business Administration (BBA)	2025
Major: Marketing	
Punjab Group of Colleges, Islamabad	2021
FSc (Pre-Medical)	
The Educators, Rawalpindi	2018
Matric (Sciences)	

Projects

Final Project: Sentiment Dynamics in Ride-Hailing Services: An Aspect-Based Approach to Understanding User Sentiments Over Time

To implement Aspect-Based Sentiment Analysis (ABSA) for examining the impact of essential features (price, driver conduct, and app usability) on customer sentiment in ride-hailing services, and to provide recommendations for service improvement by identifying specific pain points.

Semester Projects

Recruitment and Selection at Ufone- Human Resource Management Project

Conducted an HR interview, performed a SWOT analysis, and documented key insights and recommendations.

FUNKitco – Entrepreneurship

Developed and launched a funky sock brand, overseeing product development, marketing strategies, and sales generation to establish market presence.

Work Experience

Associate Client Services at Savvital, Islamabad	Nov 2024 - Present
Graduate Trainee at Savvital, Islamabad	Aug 2024 - Nov 2024
Customer Services Intern at Ufone, Islamabad	July 2024 - Aug 2024

Skills & Tools

Professional Skills	Strong people skills with the ability to build positive relationships and collaborate effectively in team environments. Adept at teamwork, organization, and time management , ensuring smooth coordination and efficient task execution.
Technical Skills	MS-Office (Word, Excel, PowerPoint, Access), Outlook, Agency Zoom, EZLynx, Canva, Capcut, Visio, Google Forms, Prezi, SPSS, Power Bi, Mailchimp, WordPress, Microsoft Project

Achievements

Awarded **Silver Medal** for outstanding academic performance.

Featured multiple times on the **Dean's List of Honors** for academic excellence.

Research article accepted in **Eurasia Research Conference** and got invited for **MBP 2024 Bangkok Conference**.

Head Social Media: **FAST Film Society**

Trainings / Certification

Certified Course by **PAFLA: Google Soft Skills Program**

Certified Course by **WHO** for **Go, Data: Building Additional Dashboards in Power Bi**

Activities

Ushered for **Savvital** and **Siddiqui Olive oil** during **Job Fair '23** and **'24** and **Fast NASCON '22 & '24, ISYWSC '22**.

Coverage of events as a member of Social Media for **Fast CyberSpace Legion '21**.

Hosted an auto show as member of **FAST Automotive Society '21**.

Interest

Adventure, Arts, Sports