



Amna Habib

+92344553408, amnahabibh420@gmail.com

Phase - 8, Bahria Town, Rawalpindi/Islamabad

LinkedIn: www.linkedin.com/in/amna-habib1

Education

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

Bachelor of Business Administration (BBA)

2025

Major: Marketing

Army Public School & College Fort Road, Rawalpindi

2019

FSC (computer Science)

Army Public School & College Westridge, Rawalpindi

2017

Matriculation (Science)

Projects

Final Project: Influence of Gamification in Hyper-Casual Game Elements on Brand Engagement Through Key Gamification Features.

To study the impact of gamification in hyper-casual game elements on brand engagement via five selected key gamification features alongside determining the mediation immersion in the stated relationship.

Semester Projects

Nodus – Idea Fest

Conceptualized and launched a permanent jewelry brand in Islamabad, selling 100+ pieces in a pop-up shop while managing vendor relations and supply chain logistics.

Research paper: Factors Affecting Consumers Attitude Towards Augmented Reality Based Marketing

Written and got an acceptance from ITMAR-24

The Global Dentists – Sustainability Audit Report

Developed a sustainability audit report for a local dental clinic.

The Protection Against Harassment of Women at the Workplace Act, 2010 – Awareness campaign and report: Ran an entire awareness campaign regarding this act in our university and collected feedback for our report.

Heavy Mechanical Complex: “Project Management” – Operational Report

Conducted an operational report for HMC on its Project management department.

Booking.com – Management Information System Analysis

valuated Booking.com’s system, processes, and strategies with improvement recommendations.

Work Experience

Freelance Content Writer

Feb 2025 - Present

Content Writer at Shark Tank Insights, Islamabad.

Aug 2024 - Present

Digital Marketing Intern at Feline Digital Solutions, Dubai.

July 2024 - Aug 2024

Marketing Intern at National Incubation Center for Aerospace Technologies, Rawalpindi.

July 2023 – Aug 2023

Skills & Tools

Professional Skills

Content Research and Writing, Team Collaboration and Leadership, Strong Communication and Teamwork, Social Media Management and Engagement, Adaptability and Problem Solving, Business and Market Understanding

Technical Skills

MS-Office, MS- Word, MS-PowerPoint, MS Excel, Canva

Achievements

Dean’s List of Honors Fall 2024 and Spring 2024

Trainings / Certification

Go.Data: Building additional dashboards in Power BI

Activities

Content and Blog Writer

Volunteered at SEE Pakistan 2023

Interests

Content Writing and research, Digital Marketing, Social Media, Adventure, Networking