



Abdul Samad

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House 59, Street 4b, Gulzar e Quaid, Rawalpindi

LinkedIn: <https://www.linkedin.com/in/abdul-samad-7-/>

Education

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

Bachelor of Business Administration (BBA)	2025
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Major: Marketing	
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Punjab College, Rawalpindi.	2020
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Higher Secondary School Certificate (I.COM)	
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The Educators, Rawalpindi.	2018
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Secondary School Certificate (Matric)	
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Projects

Final Project: Investigating the Effect of AI-Generated Marketing Material on Consumer Purchase Intention and the Mediating Role of Brand Perception.

The study explores the impact of AI-generated marketing materials on consumer purchase decisions. It examines how AI-driven content shapes consumer perceptions, engagement, and trust, with a focus on the mediating role of brand perception.

Semester Projects

Global Marketing – Cheezious Pakistan

Developed a marketing strategy for Cheezious Pakistan to expand into international markets.

Digital Marketing – Courtesies Flower Shop

Created a digital marketing strategy for Courtesies Flower Shop, focusing on social media and online advertising.

Operations Management – EBM Pakistan

Conducted a process analysis for English Biscuit Manufacturers Pakistan, identifying inefficiencies and optimization opportunities.

Entrepreneurship – Done Icely

Launched an online shop, Done Icely, selling metallic ice cubes, and managing branding, marketing, and operations.

Work Experience

Virtual Insurance Agent at One Stop Insurance, Minnesota, USA.	Aug 2023 - Mar 2024
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Campus Ambassador at MCG Technologies, Islamabad.	Sep 2023 – Aug 2025
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Design & Development Coordinator at Private Firm, Islamabad.	Apr 2024 – Dec 2024
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Skills & Tools

Professional Skills	Strong leadership, teamwork, and communication skills. Able to manage projects, solve problems, and adapt to challenges effectively.
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Technical Skills	MS Office Suite (Word, Excel, PowerPoint), Digital Marketing Tools, Shopify, Canva, Adobe Lightroom, Adobe Premiere Pro
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Achievements

Vice President - FAST Community Service Society

Founder & General Secretary - FAST Content Creators Society

Coordinator - FAST Adventure Society

Trainings / Certification

Google Digital Marketing & E-Commerce Professional Certificate

Oracle Cloud Infrastructure Certification

Activities

Managed various events at NaSCon.

Led the organization of OURMUN Islamabad 2021.

Conducted multiple seminars at FAST NUCES.

Interests

Adventure, Travelling, Sports, Cinematography, Photography, Networking.