

## Faiza Farrukh

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### Academic Qualification

2022	BBA	Institute of Business Administration	3.33
2018	Intermediate	BAMM PECHS Govt. Girls College	A
2016	Matric	Shaheen Public School	A+

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### Professional Experience

#### Lincoln Method – Marketing Trainee

Aug, 2022 – Oct, 2022

- Plan and execute marketing strategies.
- Manage social media and blogging accounts.
- Spearheaded Facebook conversion campaigns.

#### Paramount Tarpaulin Industries – Project Trainee

Feb, 2022 – June, 2022

- Conducted Market research to devise marketing and supply chain strategy.
- Designed an Integrated Marketing Campaign.
- Recommendations were made based on the insights derived from netnography.

#### Daewoo Adda - HR & Digital Marketing Intern

Nov, 2021 – Feb, 2022

- Updating internal databases with new and old employee information.
- Organizing interviews, sending offer letters and rejection emails.
- Organizing company events.
- Collaborated with graphic designers to produce content for social media.

#### Ghar Plot Pvt Ltd. - Business Development & Marketing

July, 2020 – Nov, 2021

- Developed a social media strategy to increase the following of the company's social media pages
- Spearheaded a viral campaign for one of the company's new products
- Developed proposals to pitch to potential clients
- Created social media graphics for daily postings
- Hired interns

#### United Nations Association of Pakistan – Youth Member

Mar, 2020 – Mar, 2021

- Successfully raised PKR 15,000 for ration drive.
  - Conducted secondary research.
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### Major Reports/Projects

#### Toyota Yaris (Analysis of Brand Health of Yaris)

- Conducted primary and secondary research on Yaris through fgds, survey and on ground and online visits. Developed brand key, CBBE model, Brand hierarchy and did thematic analysis. Recommendations on how to improve brand health and presence.

#### Data visualization and analysis for an online mart

- Visualized the data for an online mart on [Power BI](#) to drive insights.

#### Naeema Soomro Clothing (Social Media Marketing)

- Executed a 3-day Facebook Ad-campaign for Mother's day. Collaborated with influencer to promote the product and strategized their social media content calendar and created social media graphics for daily postings
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### Interests and Extracurricular Activities

- Host Team Member at IBA Branding and Advertising Conference – managed 30 participants.
  - Management Team Member at IBA Leadership Conference'19 – developed program design for 3 day event.
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### Skills

Trello, Semrush, Mention, Google Analytics, Facebook Ads Manager, R, SQL, Power BI