

Khawaja Asad Jalal

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Academic Qualifications

BBA. Institute of Business Administration, Karachi.

Aug 2020 - Jun 2024

Major: Marketing/ Analytics

Minor courses: Human Resource Management

A-levels. Whales College

Aug 2018 - Jun 2020

Field: Commerce (Accounting, Economics and Mathematics)

O levels. Falcon House Grammar School

Aug 2015 - Jun 2018

Field: Commerce (Add Math as an extra course)

Experience

OFF-PAGE SEO Internship. Revstack (REMOTE)

Aug 2022 - Dec 2022

- Controlling the OFF-Page part for strategixdesign.com
- Responsible for creating 8-10 backlinks everyday
- Backlinks included social bookmarking, forum submission, classified, image submission, blog commenting

WORLD WILDLIFE FUND (WWF), Pakistan. Social Internship

Jun 2021 -Jul 2021

- Worked on digital advocacy campaigns, community mobilization regarding the preservation of snow leopards in Pakistan.
- Worked with a team of 10 members and was responsible for collection of data regarding population and habitats of snow leopards.
- Attended sessions on practical solutions, sustainable future, and executing community service projects

Projects

Launched a startup. Principles of marketing

- A startup where we rented out CDs for console games such as for Xbox and play station
- Carried out digital marketing strategies such as Instagram ads

Report about nestle juices

- A project where we made a comparison between prices of all the juices competing with nestle juices such as nestle fruta vitals competing with slice juice

Industry analysis. Intro to Business Finance

- Conducted Industry Analysis of 4 power generation companies
- Utilized excel to calculate profitability and liquidity ratios for each company and compared it with the industry standards
- Made a report demonstrating on how well has each company performed

Additional Skills

- Basic with MS Excel
- Basic with MS Word
- Basic experience with Data Entry
- Ongoing learning for R software
- Ongoing learning for SQL