

# Khwaja 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
<ul style="list-style-type: none"><li>Controlling the OFF-Page part for strategixdesign.com</li><li>Responsible for creating 8-10 backlinks everyday</li><li>Backlinks included social bookmarking, forum submission, classified, image submission, blog commenting</li></ul>	
WORLD WILDLIFE FUND (WWF), Pakistan. Social Internship	Jun 2021 -Jul 2021
<ul style="list-style-type: none"><li>Worked on digital advocacy campaigns, community mobilization regarding the preservation of snow leopards in Pakistan.</li><li>Worked with a team of 10 members and was responsible for collection of data regarding population and habitats of snow leopards.</li><li>Attended sessions on practical solutions, sustainable future, and executing community service projects</li></ul>	

## 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