

Dure Mansur

Objective

Passionate marketing student with a strong academic background. Seeking an entry-level position in market research to apply my analytical skills, provide valuable insights, and contribute to the company's success.

Personal Information

Phone

+92 317 4333040

E-mail

duremansur02@gmail.com

LinkedIn

[Dure Mansur](#)

Soft skills

- Creative
- Service-focused
- Teamwork
- Leadership
- Effective Communication
- Time Management
- Working Under Pressure
- Attention to Detail
- Problem Solving
- Adaptability

Languages

English – B2

Urdu – C2 (Native)

Projects

- FYP- Unveiling the Mystery behind the Absence of Brand Globalization in the Pakistani Textile Industry - A Case Study of Nishat Mills Ltd. and Sapphire Pakistan
- Exploring Drivers and Challenges of Influencer Marketing.
- Business Plan & Development project for an entrepreneurial startup “ECO Homes”
- WordPress Website for an Ecommerce Store “Futurepare”
- HRM process of Bank Alfalah
- Organizational Theory and Design of Bank Alfalah- A research Report
- Templates for Feasibility Reports based on projections using NPV & IRR functions

Education

Bachelor's in Business and Information Technology, *Oct 2019 to June 2023*

IBIT, University of the Punjab – Lahore,

Major: Marketing, *CGPA 3.78*

Intermediate: FSc. Pre-Medical, *Sep 2017 to May 2019*

Punjab Group of Colleges – Lahore, *A Grade*

Matriculation: Science, *March 2015 to July 2017*

The Punjab School – Lahore, *A+ Grade*

Experience

Internship in Product Development, *June 2022 to July 2022*

Bank Alfalah Ltd. Digital Banking Group – Lahore,

Teaching Assistant, *Jan 2021 to Aug 2021*

At IBIT, University of the Punjab for Programming Fundamentals

Comment Moderation, *since Sep 2022*

At Netvyne, Remote Work

Content Creation- Art, *since 2017*

Freelancing through [Instagram](#)

Skills

- Microsoft Office
- Basic Programming (C,C++)
- WordPress
- Tableau
- Basic Web and Data Analytics
- Market Research (Qualitative& Quantitative)
- Business Development
- Project Management
- Adobe Suite
- SPSS

Activities and Societies

- **Chairperson and Director-** Talaash- The Literary Society of IBIT
- **Photographer** - BITS Business and IT Society of IBIT
- **Volunteer** – Blood Donor Society of IBIT
- Participation in sports, speeches, and debates throughout the educational career.

Certifications

Data Visualization and Communication with Tableau, by Duke University (*currently enrolled*)

Google Data Analytics, by Google (*currently enrolled*)