

Fahad Ishfaq

Lahore / Pakistan | +92 331 0439326 | fahadishfaqmalik@gmail.com

[Website](#) | [LinkedIn](#)

Marketing and Sales Specialist

A highly motivated **Business (Marketing & Sales) graduate** from Forman Christian College with a CGPA of **3.53/4.0**. Skilled in **Amazon FBA (Private Label & Wholesale)**, **Airbnb business operations**, **digital marketing**, and **property management**. I specialize in **market research**, **product sourcing**, **listing optimization**, **PPC campaigns**, and **client relationship management**. Experienced in building businesses from scratch, handling customer service, and driving growth through **data-driven strategies**.

TECHNICAL SKILLS

E-commerce & Business: Amazon Private Label & Wholesale | Airbnb Hosting | Property Management | 4Ps | Market Research | Listing Optimization | PPC Management | Client Communication | Negotiation | Sale Force Management
Digital Tools & Marketing: Meta Ads | Canva | Microsoft Word | Excel | PowerPoint | Google Docs & Slides
Business Analytics & Strategy: Lean Six Sigma (DMAIC) | Lean Operations (TIMWOOD) | Project Management

EDUCATION

Forman Christian Collages

Lahore / Pakistan

Bachelor of Science in Marketing and sales | **GPA: 3.53/4**

Aug 2019 – Nov 2023

- **Awarded many Certificates** and recognized on the **Rector's List** for achieving an SGPA above 3.50 in 3 out of 8 semesters

WORK EXPERIENCE

Airbnb

Lahore (Hybrid) / Pakistan

Host

Dec 2024 – Aug 2025

- Furnished and managed a short-term rental **business from scratch**, **handling listings, marketing, and guest services**.
- Responded **customer queries** | resolved issues | ensuring smooth stays and repeat bookings | Positive guest reviews
- Manage operations, Maintenance, Executed marketing campaigns, increase occupancy and **retained loyal clients**

Amazon Virtual Assistant

Lahore (Hybrid) / Pakistan

Freelancer / VA

Jan 2023 – Dec 2024

- Managed Amazon private label and wholesale | Product sourcing from China, Branding | Keyword optimization, Listing creation | Competitor analysis. Increased client sales by improving listing visibility and pricing strategies.

Ittifaq Steel Mills

Lahore (onsite) / Pakistan

Internship

July 2022 – Sep 2022

- Corporate communications and client site visits. Gained practical exposure to lead generation and deal closures.

PROJECTS

Lean Operations | *Eliminate Waste, Remove Variability, improve throughput*

[Project Demo](#)

- Front end (**Customer focused Items**) and back end (**7+1 Wastes (8W's) and 7S'es**)
- **Build legacy** (Front end) and Consistent Operation process and **7 Quality tools** (Back end)
- **JIT (Just in time)** | Pull and Push | **Kanban** | Quick response | **Value stream Mapping**

Sufi Oil Marketing Plan | *Marketing and sale campaign*

[Project Demo](#)

- Objective, issue and executive summary | **4P's** and geographical graph | Current Marketing situation, Product and competitive review | Market research, Swot analysis
- Action plan, Budgeting, Segmentation, Targeting & Differentiation | Story board, Facebook and Instagram ads, label

Sansify | *Perfume brand, Business banazar 23*

[Project Demo](#)

- Branding | **4Ps** | Build a online brand, Sell around **200+** Bottles in Business bazar | Sale Force Management