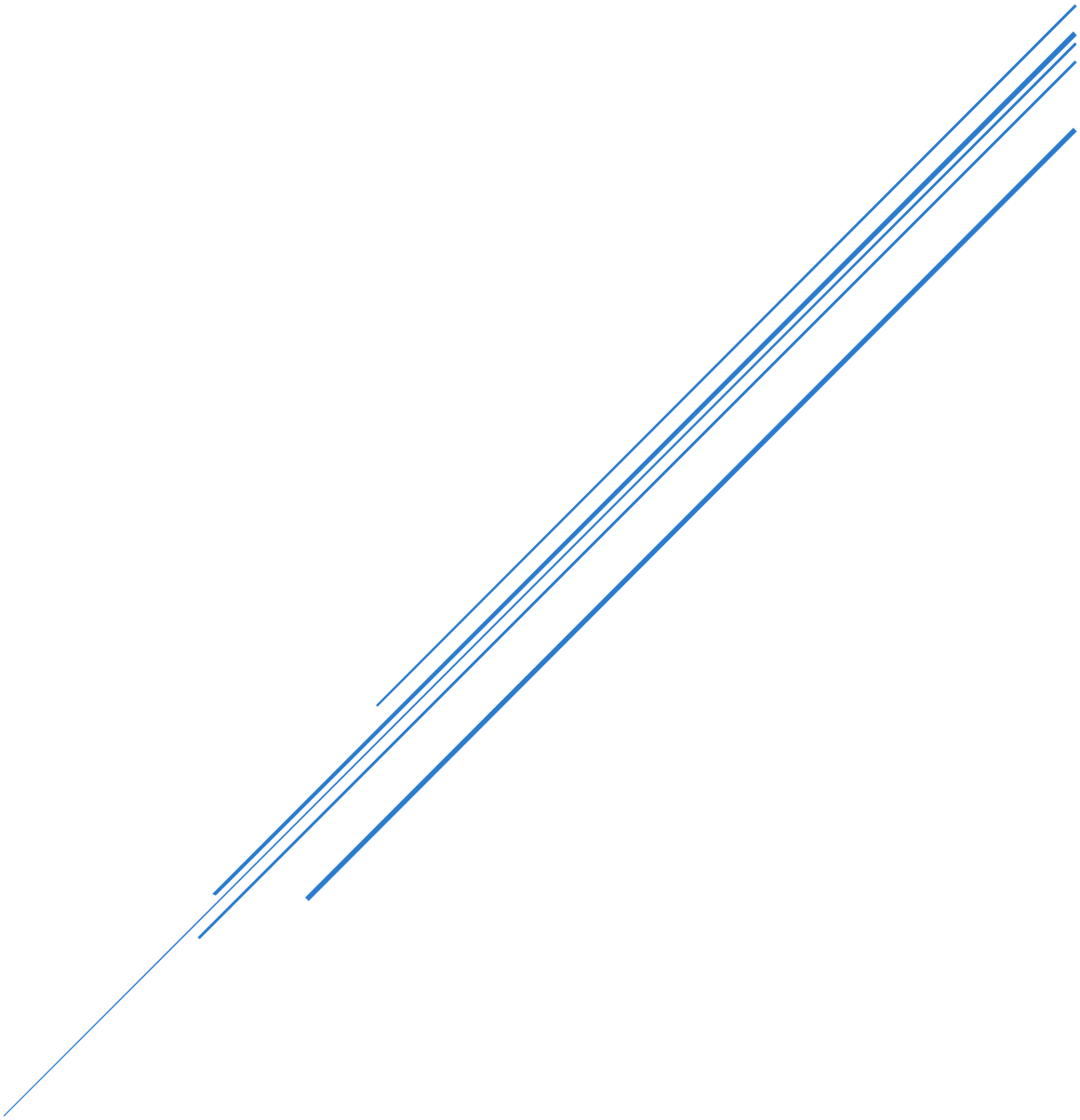
ICT – Lab 03

Faris Sajjad

Report



ICT

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Student Personal Branding Register

🧑‍🎓 Student Overview

- **Name**: Faris Sajjad
- **Degree Program**: BS Aviation Management (Year 1)
- **University**: Air University, Kamra Campus
- **Email**: farissajjad07@gmail.com
- **Phone**: +92 300 1234567

📝 Branding Statement

I am an aspiring AvM with a deep-rooted passion for aviation and technology.

Currently, I aim to learn and expand my knowledge in areas such as aerodynamics, aviation management, and aircraft structures. While I'm still early in my academic journey, I'm driven by a strong commitment to understanding the principles of flight, the basics of aviation management, and the engineering behind modern aviation. I'm particularly inspired by the role of innovation in shaping the future of aviation and aerospace and am dedicated to building a strong technical foundation in the field.

🎨 Colour Theme & Branding Image

• Colour Theme:

o Dark Blue (#1E90FF) → aviation, trust, innovation

o Light Teal (#333333) → professionalism, stability

o White (#FFFFFF) → clarity, openness

• Branding Image:

o Profile photo: professional headshot in formal attire

o Banner: Airport runway with sunrise background

Personal Branding Profiles

Faris Sajjad – 2511229.

1 Instagram Profile

• **Handle:** @faris123

• **Content Strategy:**

o Posts about aviation lifestyle: airport photos, airplanes, student life at aviation university

o Informative reel reposting on "A Day in the Life of an Aviation Management Student"

o Stories showcasing conferences, aviation safety workshops, and student group projects

• **Bio:**

Aviation Management Student | Future Airport Operations Manager | #Aviation

• **Followers:** 200+ (friends, aviation enthusiasts, student peers)

• **Engagement:**

o Average likes per post: 150–200

o Comments: peers & aspiring students asking about aviation field

• **Visual Identity**: Consistent use of sky-blue and gray filters to match branding theme

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2) 💼 LinkedIn Profile

• **Profile URL:** linkedin.com/in/farissajjad

• **Headline:** BS Aviation Management Student | Aspiring Airport Operations Manager |

Aspiring AvM @AIR

• **About Section:**

" As a first year AvM student, I aim to learn and expand my knowledge in areas such as aerodynamics, aviation management, and aircraft structures. While I'm still early in my academic journey, I'm driven by a strong commitment to understanding the principles of flight, the basics of aviation management, and the engineering behind modern aviation. I'm particularly inspired by the role of innovation in shaping the future of aviation and aerospace and am dedicated to building a strong technical foundation in the field.."

• **Experience & Activities:**

o Community Service volunteer at JIS – 65 hours completed in the span of 1 year.

o Intern – Summer Research Intern at ARAMCO (Summer 2024)

o Volunteer – SABIC, Jubail, Saudi Arabia • Conducted research tasks under supervision, contributing to team projects in a corporate R&D; environment • Developed analytical and problem-solving skills through hands-on experience

• Skills Endorsed: Aviation Operations, Data Analysis, Microsoft Excel, Communication

• Connections: 500+ (aviation students, industry professionals, faculty members)

• Activity: Shares articles on aviation safety and posts reflections from internships.

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3 💻 GitHub Profile

• Profile URL: github.com/fariss07

• Repositories (TBD):

1. aviation-delay-dashboard – Excel & Power BI reports analyzing airline delays

2. airport-ops-simulator – Python scripts simulating passenger check-in and boarding processes

3. aviation-data-sets – Curated CSV files on flights, passenger stats, and safety incidents

• Profile ReadMe Highlights:

o “Hi, I’m Faris – an Aviation Management student exploring how data can transform airline operations.”

o Skill badges: Python, Excel, Power BI, GitHub Actions

• Pinned Projects: Airport Delay Analysis, Passenger Satisfaction Survey Dataset, Airline Route Visualization

• Followers: 10 (mainly peers and open-source collaborators)

Skills

• Enhanced event management and cross-cultural communication skills through active involvement Skills

• Interpersonal Skills: Debating, Public Speaking, Cross-Cultural Communication

• Event Management: High-Profile Event Planning, Organization, and Execution

• Sports: Cricket, Football

• Time Management

• Attention to detail

• Team Coordination

• Argumentation

• Conflict Resolution

Personal Branding Strategy:

Faris's personal branding strategy revolves around a multi-platform presence on social media with each platform emphasizing a unique aspect of his strengths:

1. **Instagram** → Showcases his personality, lifestyle, and passion for aviation, helping him connect with both peers and a broader audience.
2. **LinkedIn** → Establishes his professional identity, allowing him to network with aviation experts, recruiters, and faculty, while highlighting his academic and industry involvement.
3. **GitHub** → Demonstrates his technical and analytical abilities through aviation-related projects, showcasing his ability to integrate management expertise with technology.

Conclusion

By thoughtfully aligning his color palette, profile images, and overall content strategy across

platforms, he establishes a strong and consistent professional brand. This cohesive identity effectively positions him as a future-focused aviation manager who seamlessly combines technical expertise with a deep understanding of the industry's needs and trends. Through this carefully crafted presence, he demonstrates that he is both innovative and industry-savvy, ready to excel in a rapidly evolving aviation landscape.