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| **Mehrunnisa Arshad** | Curriculum Vitae |
| Pakistan.  **Phone:** (+92)(3054252589)  **Email: mehaarunisa@gmail.com** |

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| **Objective** |  | To achieve professional excellence and a career-oriented job in a dynamic environment that offers utilization of my knowledge and provides growth opportunities | | | |
|  |  | * I possess a diverse educational background i.e. my educational strength covers Business and IT side in parallel. * Mastering in Management Science enhanced skill set in management plus research field and I find these the best to make me settled in any aspect either IT or Business. * However, I foresee myself as per my personal interest in Business and marketing and branding. | | | |
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|  |  |  | **Score/Division** | **Institution** | **Session** |
| **Summary of Qualifications** |  | **Masters in Business and Information Technology**  **(Marketing)**  **Bachelors in Business and Information Technology (Marketing)** | 3.67 of 4.00  3.10 of 4.00 | Institute of Business And Information Technology, The University of Punjab | 2022-2024  2016-2022 |
|  | **Intermediate**  **(Pre Medical)** | First | Kinnaird College For Women University, Lahore | 2014-2016 |
|  | **Matriculation (Biology)** | First | Unique Group of Institutions, Lahore | 2012-2014 |
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| **Technical Skills** |  | Practically, I have done following skills, however all on basic levels.  ***Computer Proficiency***   * MS Office Applications (MS Word, MS Excel, MS Access, MS PowerPoint, MS Visio). * Imaging Developing Applications (using Adobe Photoshop Suite). * Programming Languages (C# and Visual Basic). | | | |
| **Core Theoretical Knowledge Fields** |  | * Principles of Business Management * Financial Management * Human Resource Management * Principles of Marketing * Strategic Brand Management * International Marketing * Consumer Behavior * Intermediate Accounting * Financial & Cost Accounting * Retail Marketing * Macro & Micro Economics * Business Communications | | | |
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| **Projects** |  | * Launched a new product in the market and made marketing strategies * Did marketing research by conducting surveys * Designed a brochure for my newly opened shop using Canva * Prepared a project on my dream business. * Prepared branding strategies for brands * Designed the strategies for global brands in the native context * Thesis on Political branding (ongoing) | | | |
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| **Personal Skills** |  | Personal Abilities shortly highlight the   * Good Communication Skills. * Efficient Team Management at my work place. * To motivate my subordinates to work and think positively. * My favorite hobby and interests are reading, writing, having leisure with friends and outdoor games (Sports). * Ability to plan, organize and execute the projects * Excellent in demonstrating flexibility, time management and team work skills * Excellent communication and presentation skills * Good experience in the information management and information delivery * Content writing | | | |
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| **Personal Details** | * + 23 years of age, Single   + CNIC: 35202-2727916-4   + References will be provided on request |