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## ANDLEEB ZAHRA

### PERSONAL SUMMARY

Currently I am working as visiting faculty at Govt. Islamia College, Cooper Road Lahore. I completed my BBA (Hons.) with distinction (Gold-medalist) from Lahore College for Women University in 2018. After that I took admission in M.Phil. in Business Administration at Institute of Business Administration (IBA) Punjab University.

### EDUCATION

#### M.Phil. Business Administration (Contd.)

**2019-2021**

Institute of Business Administration,  
University of the Punjab, Lahore  
CGPA: 3.85

#### BBA (Hons.) Finance

**2014-2018**

Department of Management Sciences,  
Lahore College for Women University, Lahore,  
CGPA: 3.70 (Gold-Medalist)

#### FSc. (Pre\_Engr.) BISE Lahore

**2012-2014**

Lahore College for Women University, Lahore  
801/1100 (1<sup>st</sup> Division)

#### Matric BISE Lahore

**2010-2012**

935/1050 (1<sup>st</sup> Division) A+ Grade

### ACHIEVEMENTS

#### GOLD MEDAL

Secured first position among my batch from 2014-2018.

#### ROLL OF HONOR

Awarded by ROLE OF HONOR by Lahore College For Women University.

#### WON AN INTERNSHIP

Won internship at Nestle Pakistan by taking part in QUIZ and poster competition

#### DISTINCTION CERTIFICATE

Scored 1<sup>st</sup> position in BBA (Hons.) and received MERIT CERTIFICATE from Lahore College for Women University.

### RESEARCH PROJECTS

1. How does Servant Leadership fuel Work Engagement and Knowledge-Sharing? A moderated framework.
2. The effect of Student resilience and Psychological well-being on Academic performance in the context of online classes in Pakistan.

3. Impact of social media influencer on the purchase intention of generation Z customers, through wishful identification. The moderating role of product-endorser fit.
  4. Impact of dynamic presentation and shopping convenience on consumers' behavioral intention. The moderating role of promotions and discounts.
  5. Brand evangelism through the lens of gratitude. Moderating role of consumer attitudes.
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## WORK EXPERIENCE

Working as a **Visiting lecturer at Govt. Post Graduate Islamia College (W), Cooper Road Lahore** since September 2020. Subjects taught are Accounting and Marketing.

**HR Intern at Descon Power Solutions** from April to July 2019. Screened Resumes, conducted telephonic interviews, maintained the master sheet in MS Excel, File management and maintaining personnel record.

**Project trainee in Nestle Pakistan Limited** head office from December 2018 to February in Agricultural Services department. Prepared of MS Excel file for SAP record updation of Asset transfers, worked on sold assets (deletion) and asset purchases (addition of assets).

**Finance Intern at Nestle Pakistan Limited** for six weeks from August-September 2017 in Business Unit Family Dairy. Worked on trend analysis of KPIs, PFME tracking etc. I also took part in IBO meeting by collecting data and preparing presentation material.

**Marketing Intern at Atlas Honda Limited** (AHL) from July-August 2016. Participated in order taking, customer relationship management, preparing customer files and maintaining customer data, approving customers by matching their documents with requirements, dispatching and solving customer problems.

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## CERTIFICATIONS

Participated in the 1<sup>st</sup> international conference on EMERGING ISSUES IN MANAGEMENT SCIENCES.

Participated in the CHANGEMAKING Competition 2016 (British Council)

Participated in Nestle Healthy Women Program 2018.

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## SKILLS

**Computer Skills:** Proficient in MS Word, MS PowerPoint, MS Excel, SPSS

**Interpersonal and Communication Skills:** Strong verbal and written communication skills. Can speak fluent English.

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## INTERESTS

Internet surfing, Newspaper reading, Sports (Table Tennis and Badminton)

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## REFERENCES

Can be furnished upon demand.