

ALISHBA AFTAB

Address: 15 D-1 Architects Engineers Housing
Society near PCSIR Phase-2, Lahore

Mobile No.: +92 336 4157525

Email Id: alishbaaftab7@gmail.com

Area of Specialization: Marketing with a double minor in Human Resource and Supply Chain

ACADEMIC BACKGROUND

<u>Year</u>	<u>Degree</u>	<u>Institution</u>	<u>CGPA/ Percentage</u>
2015-2019	BS (Hons.) Management Sciences	Institute of Administrative Sciences, University of the Punjab	3.56
2012-2015	FSc. (Pre-Medical)	Punjab Group of Colleges	83.3%
2010-2012	O-Level (Science)	Bahria Town School	80%

SPECIALIZATION COURSES

Marketing Courses:

- Advertising and Sales Promotion
- Social Media Marketing
- Services Marketing
- Strategic Brand Management
- Consumer Behavior and Market Research
- Marketing Strategy

Human Resource Courses:

- Human Resource Consulting
- Recruitment and Selection

Supply Chain Courses:

- Supply Chain Management
- Vendor Selection and Development
- Transactional Logistic Management

WORK EXPERIENCE

<u>Dates</u>	<u>Designation</u>	<u>Organization</u>
June-August 2018	Intern under Marketing and HR Department	SIKA Pakistan Pvt. Ltd.

SKILLS

- Good Communication skills both written and verbal.
- Good presentation skills.
- Familiar with the use of Microsoft office (Word, Excel, PowerPoint and Publisher).
- Familiar with the use of SPSS.
- Good in teamwork and management

VOLUNTEERSHIPS

- Volunteered at PFDC, Sunsilk Fashion Week (2017 & 2018).
- Volunteered at PFDC, L'Oreal Paris Bridal Couture Week (2016).
- Volunteered at Express Education and Career Expo (2016).
- Volunteered under Marketing Department at Shaukat Khanum Memorial Cancer Hospital, Lahore.

ACTIVITIES / ACHIEVEMENTS

- Received merit scholarship from University of The Punjab for the financial year 2016-2017.
- Organized and managed youth forum (a two-day event) under social media marketing course.

REFERENCES

- **Sameen Zaki** -Assistant Registrar Manager -
Office of Career Advisory & External Linkages
(CAEL)
Institute of Administrative Sciences (IAS)
University of the Punjab, Lahore.
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