TikTok & study habits

ICT LAB 01

Application of ICT

SEPTEMBER 23, 2025

SAMEEN AHMED – ROLL NUMBER

Instructor Name: M Moen uddin

Contents

Student Personal Branding Register

👮 Student Overview

- **Name:** Ayesha Khan

- **Degree Program:** BS Aviation Management (Year 2)

- **University:** National Aviation University, Karachi

- **Email:** ayesha.khan@example.com

- **Phone:** +92 300 1234567

📝 Branding Statement

"I am an aspiring Aviation Management professional passionate about bridging technology, operations, and customer experience in the aviation industry. With strong analytical skills, a keen eye for detail, and a growing presence in professional networks, I aim to build a career that enhances aviation efficiency and global connectivity."

🎨 Colour Theme & Branding Image

- **Colour Theme:**

  - Sky Blue (#1E90FF) → aviation, trust, innovation

  - Charcoal Gray (#333333) → professionalism, stability

  - White (#FFFFFF) → clarity, openness

- **Branding Image:**

  - Profile photo: professional headshot in formal attire

  - Banner: Airport runway with sunrise background

  - Logo: Initials *AK* shaped like a paper plane

🌐 Personal Branding Profiles

📷 Instagram Profile[1]

- **Handle:** @ayeshaaviates

- **Content Strategy:**

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

    - Educational reels on "A Day in the Life of an Aviation Management Student"

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

- **Bio Example:**
  ✈️ Aviation Management Student | 🌍 Future Airport Operations Manager | 🛫 #WomenInAviation

- **Followers:** 1,200+ (friends, aviation enthusiasts, student peers)

- **Engagement:**

    - Average likes per post: 150–200

    - Comments: peers & aspiring students asking about aviation field

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

💼 LinkedIn Profile[2]

- **Profile URL:** linkedin.com/in/ayesha-khan-aviation

- **Headline:** *BS Aviation Management Student | Aspiring Airport Operations Manager | Passionate about Sustainable Aviation*

- **About Section:**

"As a second-year Aviation Management student, I am building expertise in airline operations, aviation safety, and sustainable aviation practices. My interests lie in digital transformation within airlines and airports, with a focus on efficiency and customer experience."

- **Experience & Activities:**

    - Campus Ambassador – Women in Aviation (Pakistan Chapter)

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[1] Data used for Instagram
[2] Data used for Linkedin

- Intern – Jinnah International Airport (Summer 2024)
- Volunteer – Aviation Safety Awareness Campaign
- **Skills Endorsed:** Aviation Operations, Data Analysis, Microsoft Excel, Communication
- **Connections:** 500+ (aviation students, industry professionals, faculty members)
- **Activity:** Shares articles on aviation safety, posts reflections from internships, engages with peers' professional updates

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💻 GitHub Profile

- **Profile URL:** github.com/ayeshaaviates
- **Repositories:**
  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:**
  - "Hi, I'm Ayesha 👨‍💼 ✈️ – an Aviation Management student exploring how data can transform airline operations."
  - Skill badges: Python, Excel, Power BI, GitHub Actions
- **Pinned Projects:** Airport Delay Analysis, Passenger Satisfaction Survey Dataset, Airline Route Visualization
- **Followers:** 30 (mainly peers and open-source collaborators)
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Personal Branding Strategy:

Ayesha's **personal branding strategy** is built on **multi-platform presence**, where each platform highlights a different strength:

1. **Instagram** → Showcases *personality, lifestyle, and passion* for aviation to connect with peers and general audience.
2. **LinkedIn** → Establishes a *professional identity*, networking with aviation experts, recruiters, and faculty, highlighting academic and industry engagement.

GitHub → Demonstrates *technical and analytical skills* with aviation-related projects, showing that she can combine management knowledge with technology.

Conclusion

By aligning her color theme, profile images, and content strategy, she builds a consistent professional identity that presents her as a future-ready aviation manager who is both tech-savvy and industry-conscious.