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| |  | | --- | | Ayesha  [Ayesha.323231@2freemail.com](mailto:Ayesha.323231@2freemail.com) | | C:\Users\Obaid Janjua\AppData\Local\Microsoft\Windows\INetCacheContent.Word\15204044_1279772502065022_1237893211_o.jpg |
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| |  | | --- | | **PROFILE:** | | |  |  | | --- | --- | | **OBJECTIVE:** | To work with a dynamic and reputed organization that offers versatile opportunities for comprehensive career building and skill development. I am a highly-motivated individual, proactive with good communication and interpersonal skills. Capabilities of working in multitask, fast-paced and changing environment. | |  |  | | | |
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| |  |  |  |  | | --- | --- | --- | --- | | **EDUCATION:** | | | | | **DEGREE** | **YEAR** | **INSTITUTION** | **GRADE/GPA** | | MBA  General Degree  Major Courses: HR & Marketing | 2011- 2013 | Fatima Jinnah Women University Rawalpindi Pakistan | 2.67 | | B.A  Majors: Economics, Political Science | 2008-2010 | F.G Post Graduate College for Women, Kashmir Road, Rawalpindi Pakistan | 1ST | | F.A  Majors: Economics, Statistics | 2006-2008 | Fauji Foundation College for girls, new lalazar, Rawalpindi Pakistan | 1ST /A | | MATRIC  Majors: Science | 2004-2006 | Fauji Foundation College for girls, new lalazar, Rawalpindi Pakistan | 1st /A+ | | |
| |  | | --- | | **WORK EXPERIENCE:** | | * 1year and 3 months teaching experience (Primary Level / Oxford curriculum) at The Educators, A Chain of Beacon House School System Rawalpindi Pakistan. * 3 days’ community work at Al Mustafa Trust Hospital Chaklala Scheme III Rwp. (17th June – 20th June 2013). * 2 months’ internship at Askari Bank Chaklala Scheme Rawalpindi. (16th July- 28th Aug 2012) | | |
| |  | | --- | | **ACTIVITIES/ INTEREST:** | | |  | | --- | | * Travelling | | * Reading * Net surfing | | | **KEY SKILLS:** | | * MS Office (Word, Excel, PowerPoint) * Proficient in Internet & E-mail * Good communication skills * Capable of handling individual and group tasks. | | |
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| **MAJOR COURSES:** |
| * Performance Management * International HRM * Strategic HRM * Advertising |

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| **MAJOR PROJECTS:** |

* **Research paper:** Consumer perceptions about price promotions, Scratch and save promotions versus tensile price claims.
* **Research:** Impact of Sales promotional techniques on the sales of a company

Analysis of the HR functions of a private company.

* **Analysis of Financial Statements:** 10-year financial data of FFBQ.
* **Advertising:** Designed an ad campaign for an event management company.

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| **REFRENCES** |
| * Available on request |