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| AyeshaAyesha.323231@2freemail.com  |

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| **PROFILE:** |
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| **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** |
| MBAGeneral DegreeMajor Courses: HR & Marketing | 2011- 2013 | Fatima Jinnah Women University Rawalpindi Pakistan | 2.67 |
| B.AMajors: Economics, Political Science | 2008-2010 | F.G Post Graduate College for Women, Kashmir Road, Rawalpindi Pakistan | 1ST  |
| F.AMajors: Economics, Statistics | 2006-2008 | Fauji Foundation College for girls, new lalazar, Rawalpindi Pakistan | 1ST /A |
| MATRICMajors: Science | 2004-2006 | Fauji Foundation College for girls, new lalazar, Rawalpindi Pakistan | 1st /A+ |

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| **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)
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| **ACTIVITIES/ INTEREST:** |
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| * Travelling
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| * Reading
* Net surfing
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| **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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| **LANGUAGES:** |
| English, Urdu |

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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
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