

KHAWAJA MUHAMMAD ALI

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Linkdeln profile:

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Summary:

I am hard-working and constantly striving to learn so that I can become the best version of myself. I possess a professional attitude along with strong communication, PC, teamwork, and leadership skills. I have experience working in Search Engine Optimization and eBay, including account setup, product listing, and customer service. My interests lie in pursuing a career in Business and Marketing, and my goal is to secure a permanent position at a leading organization where I can contribute to its success.

Qualifications:

- **National College of Business Administration & Economics, Lahore Pakistan (2020 –2024)**
 - Bachelor of Business Administration (BBA Hons)
 - Cumulative CGPA: **2.65 out of 4**
 - Majors: **Marketing and Business Administration**

 - **Government Islamia College, Civil Lines Lahore**
 - Intermediate (I.COM)

 - **The Educators School System, Lahore**
 - Matric (Science)
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Work Experience:

- **SEO at Bilytica** (Aug 2021 – Apr 2022)
 - SEO, including Blogs (On Page, off Page), Forum Posting, Business Listing, Bookmarking Google Sites and Blog Commenting

 - **Online Market Officer ATTESCO (A group of MR Enterprises)** (May 2022 – June 2022)
 - Responsibilities were “Ads Posting, Backup, Teamwork and managing Social media Accounts

 - **E-bay FBM (PL) at Private Firm** (Aug 2022 – June 2024)
 - Inventory Source, Product Listing
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University Projects:

- 5-year historical analysis of the Pakistan Stock Exchange (PSX) with a focus on the Banking Sector
 - SWOT Analysis of Samba Bank Pakistan
 - Highlight the main issues of **Nishat Mills Apparel Division** including work wear.
 - A brief report on the Business strategy of Toyota Yaris Pakistan
 - Digital Marketing strategies proposed for **Stylo Pakistan (Footwear Industry)**
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Online Certificates Attained:

- Amazon FBA Course from ITU
- Shopify Store Development Course
- EBAY Course (Account Setup, Product Listing, Account Management)
- MS Office Management

Languages & Skills:

- Fluent in Urdu
 - Fluent in English
 - Chinese (Basic)
 - MS Office (PowerPoint, Word, Excel), Data Entry, Report Preparation
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Reference: Waqas Javed
