Javeria Malik

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Academic Qualification

2019-2023	BBA	Institute of Business Administration	3.61
2017-2019	A Level	Beaconhouse College	2A*2A
2017	O Level	Beaconhouse School System	6A*3A

Achievements

- Dean's List – Semester 1 till Semester 3
- USEFP High Achiever's Award 2019
- 100% Scholarship – A levels

Work/ Internship Experience

- **Head Communications Assistant at CIRCLE Women** **March – May 2021**
  - Drove growth in Facebook page reach by 50%, increased event responses by 46%, and grew Instagram reach by 255% through creating and promoting compelling content.
  - Interviewed and shortlisted 5 interns from a pool of 20 applications and led these interns to ensure efficient teamwork for content creation that included 2 newsletters and 2 video creations.
  - On-boarded journalists from GEO, Aaj news, MashablePK etc. and managed PR for well-planned coverage of CIRCLE's online events.
- **Supply Chain Intern at Capricorn Engineering Services** **July-August 2020**
  - Detected discrepancies in inventory stock and records which resulted in 100% accuracy.
  - Updated inventories and ensured timely submission of inquiries and quotations.
- **Physics and Chemistry Teacher's Assistant at Beaconhouse College** **2017-2019**
  - Conducted weekly tutorials that facilitated 40+ students.
  - Individually mentored 7 students out of which 5 scored As.

Major Reports/ Research Work/Projects

- **Marketing Plan - Joe's Organic Products.**
  - Identified the startup's value proposition and target market to plan an effective marketing strategy that included effective campaigns and future plans for competitive advantage in the market.
- **Do Piaget's stages of cognitive development hold true in Pakistan?**
  - Observed 20 students in different childhood stages for confirmation of the application of Piaget's Theory on Pakistani children who are claimed to be smarter than the others.
- **Walmart's decision to leave Germany**.
  - Analyzed the decision that led to Walmart's exit from Germany in 2006 after a loss of US$ 1 billion.

Extracurricular Activities

- **Enigma – IBA Arts and Photography Society - Assistant Manager Corporate Department** **2020**
  - Assisted in developing corporate sponsorships for success of the event with a turnout of 4000 students.
- **Invent Launch – IBA Entrepreneurship Society - Management Team Operations Department** **2020**
  - Ensured a peaceful and coordinated execution of Invent Launch 2020.
- **President - Science Society** **2018-2019**
  - Managed a team of 10 people to plan the events taking place in the college.

Hobbies

- **Playing Badminton**
  - Developed a skill of analyzing the opponent's weak points to stay on a competitive advantage.