**Siddiqua Aaliya**

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**CAREER OBJECTIVE**

A challenging career with a reputable growth oriented organization, utilizing my skills and abilities to achieve successful business results.

**ACHIEVEMENTS**

* Certificate for achieving **3rd position**in **Business plan competition** held **on Jan 7, 2010**.
* Designed a online training website named “**Certificate Guru**” and earned incomethrough it
* Certificate for organizing a stall in **Biz Street** (entrepreneurship activity) and earning profit
* Participated in **information week** held at Riphah International University on **April, 2010**
* Developed a **Flash based interactive software** for children to promote Arabic learning in collaboration with **Mehed Institute of Arabic language**

**EDUCATION**

|  |  |  |  |
| --- | --- | --- | --- |
| Degree/Certification | Major | Year | Institution |
| BBA (Hons.) | Finance | 2007-2011 | Riphah International University, Islamabad |
| ICS | Math, Comp, Phy | 2004-2006 | BISE, Rawalpindi |
| Matriculation | Science Group (Comp, Phy, Chem) | 2001-2002 | BISE, Rawalpindi |

**OTHER**

Diploma in Information Technology from JIIT, Islamabad

**RESEARCH PUBLICATION**

Research paper presented in International conference on business, economics and tourism development, Singapore

*Topic: impact of performance appraisal on employee performance. A case of public sector in Pakistan*

**Projects**

* Development and marketing of software “Mehed Arabic Learner for kids” as final project
* Developed a comprehensive marketing plan for a modified version of an existing product
* Comprehensive investment analysis of KSE stocks for the portfolio development
* Development of a complete business plan for a real business

*Minor projects*

Wrote a number of term papers, performed company’s financial statements analysis, company’ s operational analysis reports and feasibility reports related to degree course work.And I attended a number of seminars and business skills training workshops which were the course requirement.

**EXPERIENCE**

* Managed a successful business under a registered firm **“Guru Enterprise”**
* 1.5 year of Academic writing experience with various firms
* Teaching and computer lab maintenance experience in a local school

**HOBBIES**

* Studying Advanced and Innovative Technologies
* Current affairs
* Book Reading

**LANGUAGES**

* English – speak fluently and read/write with high proficiency
* Urdu – speak fluently and read/write with high proficiency
* Saraiki– native

**TECHNICAL SKILLS**

1. Office Skills:

MS Windows, MS Word, MS Excel, MS PowerPoint, Email and Internet

2. E Marketing

SEO Articles, Content Rewriting, Newsletters

3. Tools:

DBMS through FoxPro and MS Access, basic C & C++, Adobe Dreamweaver, basic multimedia and graphics

**SOFT SKILLS**

* Project Management
* Writing Expertise
* Highly adaptable, mobile, positive, resilient, patient risk-taker who is open to new ideas
* Quick learner

**REFERENCES**

Available on request