



RAMSHA SULTAN

Hometown: Lahore

Cell: 0305-5345798 | ramshasultan3@gmail.com

www.linkedin.com/in/ramsha-sultan-250746266

EDUCATION & QUALIFICATIONS

Masters of Business Administration Lahore School of Economics CGPA: 3.58	Dec 2023
Bachelors in Business Administration (Honors) Major: Marketing FAST National University of Computer and Emerging Sciences	Aug 2021
A-Levels (Biology, Physics, Mathematics, Chemistry) Beaconhouse College Campus Gulberg	Aug 2016
O-Levels (Pre-Medical) Beaconhouse Canal Side Campus	Aug 2013

PROFESSIONAL EXPERIENCE

Atlas Asset Management Limited -Atlas Group Assistant Manager Sales, Sales & Marketing Department <ul style="list-style-type: none">Achieved growth by driving retail and corporate sales for financial products in the designated region through strategic relationship-building.Successfully identified leads, delivered compelling client presentations, and maintained a comprehensive understanding of financial markets and competitor products.Expanded the investor base through the cultivation of strategic relationships with key stakeholders.	Feb 2024 - Present
BASF - Pakistan Intern, Packaging & Coatings Department <ul style="list-style-type: none">Conducted a comprehensive project on Pakistan's Paper Industry, analyzing market trends and competitors.Researched latex main players and identified key insights for strategic decision-making.Presented solutions and recommendations to address company challenges.	Jun 2022 – Jul 2022
AkzoNobel Deco Intern, Marketing Department <ul style="list-style-type: none">Led a project focused on Paint and Performance Coatings, generating insights for the company.Developed presentations for brand launches, enhancing communication and brand visibility.	Jun 2019 - Jul 2019

PROJECTS

Advertising: Launched a brand extension "Cola Gola" for Coca Cola, conducting in-depth market research and devising a promotional strategy.

Advanced Operations Management: Analyzed sourcing issues for Herboganic Company and proposed effective solutions.

Sales force Management: Enhanced the online presence of the local clothing brand and boosted visibility and sales by relocating the branch strategically.

Research Project (Masters): Submitted a research paper on "The Influence of Perceived Social Media Marketing Activities on Brand Loyalty. The Mediation Effect of Brand Consciousness".

Advanced Corporate Finance: Prepared a comprehensive 5-year business plan for a new airline, incorporating financial analysis and feasibility assessment.

Marketing Research: Engaged in comprehensive research, both qualitative and quantitative, on Samsung smartphones to derive valuable insights.

HONORS & AWARDS

Head of Decor, FAST Lahore Debating Society

- Led event promotions, designing engaging visuals and materials for university events.

SKILLS & INTERESTS

- Proficient in Microsoft Word, PowerPoint, Excel, Access, and Power BI.
- Experienced in using SPSS and SQL for data analysis.
- Strong team leadership, interpersonal, and teamwork skills
- Enthusiastic reader, music lover, and avid traveler.