



YOUSRA REHAN

33/3D, mohammed ali society

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Date of Birth: July/09/1989

EDUCATION:

Institute of Business Management (IoBM), Karachi

- Masters in Advertising and Media Management-(MBA-AMM), CGPA: 3.4, Graduation: Fall 2014
- HR Diploma , Graduation: Fall 2013
- Bachelor of Business Administration - (BBA), Marketing majors, CGPA: 3.2, Graduation: Fall 2012
- PMC-Montessori Training 2016

ELECTIVES:

- PR and event management
- Media planning
- Strategic marketing and planning
- Consumer behavior

City School, Karachi

- A – Levels, 2008
- 3A's,2B's

- O - Levels, 2006
- 2A's,6B's

HONOURS / ACHIEVEMENTS:

- Awarded merit scholarship in fall 2009 for BBA and completed HR Diploma modules 2013 on scholarship
- Received Gold, Silver, Bronze awards of Duke of Edinburgh
- 3rd runner up of CIMA BUSINESS GLOBAL CHALLENGE 2010

SKILLS:

- MS Office,French language,Swimming, Painting, Fashion designing and Interior Decoration

WORK EXPERIENCE:

Dubai Islamic Bank, Customer services, MT (Duration: January 2010-November 2010)

IoBM, Teachers assistant for HOD Khalid Amin- weekend program (Duration: Dec 2010- Dec 2013)

Bank Alfalah Gulshan Chowrangi branch,Intern (Duration: May 2012-June 2012)

Creative Partner at Reliant air conditioning company (Duration: July-2012 to Present)

Head of ladieswing of JMA community youth services (Duration: January-2012 to Present)

Creative Partner, The Horizon High (Duration: August 2015 to Present)

EXTRACURRICULAR ACTIVITIES / HOBBIES:

- Organized & hosted events like "IoBM alumni brand stories" , "Relaunch of JMA" , "career counselling"
- Conducted SBP training on "People management" with Zafar Osmani and was captain of girls cricket team
- Member of marketing society, media society, EPS, Egalitarians and Enlighteners and organised events and seminars like SPARK 2013(WMO), WMO champions trophy 2013, MAP Convention(2011,2013) Rainbow Fashion show, Annual microfinance conference, HR summit, Startup weekend Karachi, Ignite, Basant and Consumer insights conference 2012. Also lead competitions like CIMA Global Business Challenge(2009,2010 & 2011), Brandolution 2011, Digital minds 2011, SPARK 2011 and IMARC 2011(IBA).