

MUHAMMAD TARIQ

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Gogani 40301, District Central Kurram, FATA, Pakistan



PROFILE

Business and Marketing graduate with a strong foundation in business development, digital marketing, e-commerce fundamentals, and design thinking practice. Experienced in leading cross-functional projects that combine business insight, design thinking, and user-focused strategy. Skilled in social media strategy, product branding, and paid advertising, with hands-on campaign execution. Strong interest in international business and motivated to contribute to innovative, tech-driven teams in fast-paced environments.

EDUCATION

Bachelor, Business Administration(Marketing)

2021-2025

FATA University, NMD, Kohat

Grade: (98% or CGPA 3.9/4.0)

Diploma in Information Technology

2022-2023

IEMS Education System, Peshawar

Grade: A (79%)

PROFESSIONAL EXPERIENCE

Management Trainee- Marketing & Sales

Oct 2025- Feb 2026

City Circle Real Estate and Marketing, Peshawar

LEADERSHIP/VOLUNTEER EXPERIENCE

- Media Head, Blood Donation Society (On-campus)** Sept, 2024 - Sept, 2025
FATA University NMD, Kohat
Managed social media platforms as Social Media Head for the Blood Donation Society (BDS), drive engagement, craft content, and successfully lead awareness campaigns to promote essence of blood donation and establish sacrifice sentiments throughout the local communities.
- Communication Lead, Green Youth Movement Club, FATA University** 2022-2023
Prime Minister Youth Programme
As the elected Communication Lead for the Green Youth Movement Club at FATA University under the Prime Minister Youth Programme, I was responsible for managing and overseeing all internal and external communications. Including creation of content for social media, newsletters, and campaigns, ensuring consistent messaging that aligned with the club's objectives.
- Member, Young Leaders Parliament** 2022-2023
Khyber Pakhtunkhwa, Pakistan
I also have been the member of the Young Leaders parliament, KP, an institute for socio-economics and leadership development. Throughout the membership I participated in leadership trainings, events, workshops and youth seasonal meetings. On successful completion of the tenure we delivered the desired guidance, intrinsic value and actual meaning of a true leader to the emerging stakeholders.

CERTIFICATIONS

Can be verified here! Credly <https://www.credly.com/users/mtariqramz>

- Digital Marketing & Ecommerce Professional Certificate
Google/Coursera- May 2025
- Enterprise Design Thinking Practitioner
IBM- February 2025
- User Experience Design Professional Certificate
Google/Coursera- March 2024-February 2025

TECHNICAL/SOFT SKILLS

- Social Media Marketing
- Marketing Research
- Content Management
- Design & Marketing
- Search Engine Optimization
- Marketing Campaigns/ Paid Ads
- Video Editing
- Copy Writing
- Analytics
- Design Thinking Practice
- User Experience/Interface Design
- Microsoft Office Proficiency
- Figma
- Canva
- Pixellab
- VN
- Capcut

LANGUAGES

- English
- Urdu
- Pashto(Native)
- Hindi

HOBBIES/INTERESTS

- Running/Walking
- Reading
- Hiking
- Gardening
- Traveling

References

- References will be provided on requirement