

NAQSH-E-FATIMA

ACADEMIC & MANAGEMENT PROFESSIONAL · VISITING LECTURER

naqsh.e.fatima1@gmail.com • +92 335 554 3907 • linkedin.com/in/naqsh-e-fatima

PROFILE SUMMARY

Dynamic academic and management professional with a strong foundation in marketing, entrepreneurship, business and corporate law, leadership studies, and strategic management. Currently serving as a Visiting Lecturer at the National Defence University, Islamabad / Rawalpindi, contributing to interdisciplinary teaching and research across International Relations, Economics, Leadership, and Management Studies. Brings extensive experience in business research, strategic planning, and entrepreneurship development, with a record of academic excellence, international research contributions, and a proven ability to bridge academic theory with practical business applications.

EDUCATION

MPhil in Management

Asia Pacific University, Malaysia

Thesis: Impact of Guerrilla Marketing on SMEs of Pakistan

MBA in Marketing — CGPA 3.71

SZABIST University, Islamabad

Key courses: Strategic Marketing, Business Research, Critical Thinking

BBA in Marketing — CGPA 3.91

Foundation University, Rawalpindi

Merit Scholarship holder — 4.0 GPA in 1st & 2nd semesters

PROFESSIONAL EXPERIENCE

Visiting Lecturer

2025 - Present

National Defence University (NDU) · Islamabad / Rawalpindi

- Deliver lectures and facilitate academic discussions across International Relations, Economics, Leadership, and Management Studies.
- Develop course materials, assessments, and research-based learning activities that strengthen student engagement and critical thinking.
- Mentor undergraduate and postgraduate students in academic research and professional development.
- Integrate contemporary economic, managerial, and policy perspectives into interdisciplinary classroom instruction.
- Promote analytical, leadership, and problem-solving competencies through case studies and practical applications.

Marketing Intern

Honda Avenue

- Designed marketing strategies aligned with prevailing market trends and consumer behaviour.
- Exceeded sales targets through creative, results-driven campaigns.
- Standardized business policies and processes to achieve measurable cost savings.

Banking Intern

Habib Bank Limited

- Streamlined account-opening processes and supported internal audits.
- Supported digital banking initiatives that boosted customer engagement.
- Improved workflow efficiency through hands-on operations management.

AREAS OF EXPERTISE

TEACHING & RESEARCH

- International Relations & Economics
- Strategic Management & Leadership
- Entrepreneurship & New Ventures
- Business & Corporate Law
- Research Methodology & Academic Writing
- Sustainable Development & Ecology

MARKETING & MANAGEMENT

- Marketing Strategy & Business Development
- Guerrilla Marketing & Campaign Innovation
- Business Research & Data-Driven Insights
- Organizational Behaviour & HRM
- Team Leadership & Communication
- Microsoft Office Suite

ACHIEVEMENTS & RECOGNITION

- Winner - Hult Prize at Foundation University
- Represented Pakistan at the Hult Prize Regional Summit, Mexico
- Merit Scholarships for excellence in BBA & MBA
- Published research at ICOSST 2023
- Produced an award-winning E-Waste documentary
- Organized career seminars & CSR programs

PUBLICATIONS & RESEARCH

"Impact of Guerrilla Marketing on SMEs of Pakistan" — Published in the ICOSST 2023 conference proceedings.