

FATIMA GUL MUHAMMAD

BUSINESS INTELLIGENCE ANALYST · TECH MARKETER

Marketing Analytics · Campaign Performance & Insights · Brand & Digital Communications
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PROFESSIONAL SUMMARY

Business intelligence and marketing analytics professional with 3+ years translating campaign data, digital metrics, and business performance into actionable insights. Implements GA4 and GTM, builds KPI dashboards, and works across Power BI, SQL, and Excel. Combines a strong analytics foundation with hands-on brand execution and PR across FMCG, F&B, fintech, and digital sectors. Final-year Business Analytics student, KSBL (2026).

CAPSTONE PROJECT

Demand Forecasting & Supply Intelligence · Engro Fertilizers

2025 – 2026

- Built predictive forecasting models and an interactive Power BI dashboard using 3+ years of Engro Fertilizers data to improve demand planning, KPI monitoring, and supply chain decision-making.

PROFESSIONAL EXPERIENCE

Brand Executive & PR Lead · BMLH (Hafiz Sweets · Hobnob · Raqami Bank)

2023 – 2026

- Executed end-to-end influencer and celebrity campaigns, boosting Instagram and LinkedIn engagement by 35%, while leading KPI tracking, post-campaign reporting, stakeholder briefs, and data-driven content calendar planning.

Data Analytics Intern · Upsight Digital

Jul – Oct 2024

- Implemented and configured GTM and GA4 across client digital properties setting up event tracking, conversion measurement, and audience segmentation.
- Supported tag deployment and data layer integration using HTML, JavaScript, and CSS; validated data streams to ensure accurate reporting.

Marketing Analytics Trainee · Unilever Pakistan

Jul – Aug 2024

- Analyzed campaign performance across 2 FMCG product categories; synthesized consumer and market insights into reports informing quarterly brand strategy.

IT Project Coordinator · Awesome Technologies

Oct 2024 – Feb 2025

- Built 5+ automated Excel dashboards processing 10,000+ records; reduced reporting cycles by 30% and improved data accuracy for cross-functional banking technology teams.

HR Data Analyst · FFBL – Fauji Fertilizer Bin Qasim Ltd

Jul – Sep 2024

- Cleaned and analyzed HR onboarding and compliance datasets using advanced Excel; produced management reports supporting workforce planning.

Data Analyst · TPL Trakker Ltd.

Aug – Sep 2023

- Applied VLOOKUP, PivotTables, and conditional logic to identify operational data patterns; prepared structured datasets and visual summaries for BI reporting.

Communications Specialist · Martin Dow Limited

Aug – Oct 2023

- Developed corporate communications strategies; built PR impact dashboards to track and report stakeholder engagement metrics to senior management.

Additional Roles:

- **Digital Marketing Executive · House of Samrah** ; Multi-channel campaigns & strategic partnerships driving new revenue. *Dec 2020 – Jun 2021*
- **Social Media Manager · Social Say** Managed multi-brand social strategy, content calendars, and audience growth. *Jun 2022 – Aug 2023*
- **Brand Ambassador · Oraan** — Fintech platform adoption via data-tracked campus outreach and peer acquisition. *Jul – Sep 2023*
- **Campus Ambassador · Jubilee Life Insurance** — Student engagement and app-promotion for Jubilee Active at KSBL. *Dec 2025 – Present*

EDUCATION

BS IT & Systems — Business Analytics

2022 – 2026 (Final Year)

KSBL – Karachi School of Business & Leadership · Exchange: Pamukkale University, Turkey (2025)

SKILLS

Analytics & BI: GA4 · Google Tag Manager (GTM) · Power BI · SQL · Advanced Excel · Looker Studio · KPI Dashboards · Data Visualization · Campaign Performance Tracking · Instagram Insights

Marketing & Brand: Campaign Planning & Execution · Influencer & Celebrity Marketing · Brand Activation · PR & Corporate Communications · Social Media Strategy · Content Planning · Consumer Insights

Core: Data-Backed Decision Making · Stakeholder Reporting · Cross-functional Collaboration · Vendor Negotiation · HTML / CSS / JS basics · Canva · PowerPoint.