

# Beenish Chohan

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## Career Statement

A position in the teaching field where excellent analytical and technical skills can help to improve the profitability and goodwill of the organization, I want to become a key player in respective organization by using my innovative, motivational and influential skills.

## Education

M.S.	<b>Bahauddin Zakariya University,</b> <b>Multan, Pakistan</b>	<b>2015 ~ 2017</b>
	Business Administration (Marketing)	CGPA 3.31/4.0
BBA (Hons.)	<b>Bahauddin Zakariya University,</b> <b>Multan, Pakistan</b>	<b>2011 ~ 2015</b>
	Business Administration (Marketing)	CGPA 3.61/4.0

## Teaching Experience

Visiting Lecturer      **Dept. of Business Administration, University of Sahiwal.**      **Oct. 2018 ~ Feb. 2023**

### Courses:

1. Fundamentals of Marketing
2. Business Ethics
3. Marketing Management
4. Strategic Marketing
5. Seminar In Marketing
6. Brand Management
7. Total Quality Management
8. Retailing

**Responsibilities:** Teaching various courses related to Business Administration to Graduate, Post-Graduate and Masters level classes. Also working as Coordinator in managing various departmental activities.

## Research Publication

- Shaheera Amin, Zubair Ahmad, Alia Manzoor, **Beenish Chohan**, THE IMPORTANCE OF LOYALTY PROGRAMS IN BUILDING CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION. A CASE OF FOOTWEAR BRANDS, *Al-Qalam*, June 2017, 404-439. **(HEC-Y Category)**

## Informative Skills

- Microsoft Office
- SPSS
- AMOS (Mediation / Moderation)

## Achievements & Awards

- Active Member of Executive Club, University of Sahiwal
- Internee at Habib Bank Limited, Farid Town Branch, Sahiwal

## **Personal Profile**

- Strong communication, interpersonal and leadership skills
- Computer efficient performer
- Innovative and success-oriented person in fulfilling the tasks assigned to me

## **References**

❖ **Ms. Alia Manzoor**

Lecturer, Department of Business Administration,  
University of Sahiwal, Sahiwal, Pakistan  
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❖ **Dr. Shaheera Amin**

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