

AYESHA GHAFOOR

ABOUT ME

As a skilled professional in both HR and Graphic Designing, I bring a dual expertise that bridges the realms of people management and visual communication. With a strong foundation in human resources, I specialize in cultivating a positive work environment, fostering talent, and driving organizational success through effective HR strategies. Simultaneously, as graphic designer I am proficient in operating Adobe Illustrator and Adobe Photoshop. Focused on brand identity, posts, posters, flyers, brochures and company profile.

EDUCATION

QUAID-I-AZAM UNIVERSITY, ISLAMABAD

BS INFORMATION TECHNOLOGY |
2016 - 2020

POST GRADUATE COLLEGE FOR WOMEN RWP

INTERMEDIATE |
2014 - 2016

SKILLS

Recruitment ★★★★★	Process Implementation ★★★★★
Communication ★★★★★	Digital Marketing ★★★★★
Skills	Adobe Illustrator ★★★★★
Adobe Photoshop ★★★★★	

CONTACT ME

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JOB EXPERIENCE

MTO(MANAGEMENT TRAINEE OFFICER)

Fauji Foundation

Sep 2023 -Present

- Oversee the recruitment process, including job postings, screening, interviewing, and onboarding.
- Assisted in developing and implementing HR policies and procedures to ensure compliance
- Responded to employee inquiries regarding benefits, policies, and procedures.
- Designed marketing materials including brochures, flyers, and posters for various campaigns.
- Develop creative concepts and design visual content for print, digital, and social media campaigns
- Helped organize employee engagement activities and events
- Manage digital marketing campaigns across various platforms, including social media, email, and manage all social media accounts.
- Oversee the creation of content for blogs, newsletters, and social media channels.
- Maintain accurate and up-to-date employee records and HR databases.

INTERNSHIP

Fauji Foundation

Jul2023 - Aug2023

- Assisted in the development and implementation of HR initiatives and projects.
- Supported the HR department in various administrative tasks, including maintaining personnel files and updating HR systems.
- Created and managed content for the company's website and social media channels.
- Develop creative concepts and design visual content for print, digital, and social media campaigns.

INTERNSHIP

Nov2022- Dec 2022

Eziline Software House, Rwp

INTERNSHIP

Jul 2019- Aug 2019

Speical Communication Organization (SCO)