



# Zunaira Afzal

Marketing Manager

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As a recent business graduate with experience in content writing and digital marketing, I am highly skilled in creating engaging and effective content that drives traffic and conversions. Seeking a challenging role where I can utilize my skills and grow as a marketing professional.

## EDUCATION

- Bachelors in Business Administration in Marketing & Finance**  
Namal Institute  
08/2019 - 07/2023 3.54/4
  - Courses*
    - Investment Management
    - Corporate Finance
    - Integrated Marketing Communication
    - New Media Marketing
    - Consumer Behavior
    - Data Driven Marketing

## WORK EXPERIENCE

- Internship at a Research project**  
Namal Institute  
06/2022 - 08/2022
  - Achievements/Tasks*
    - Collected data for Hydrology Research Project
- Teacher's Assistant**  
Namal Institute  
04/2021 - 09/2023
  - Achievements/Tasks*
    - Managed Results and LMS of teachers
- Assistant at HR Department**  
Namal Institute  
07/2022 - 11/2022
  - Achievements/Tasks*
    - Managed Namal's Data Portal
    - Managed data of staff and workers
    - kept record of salaries
- Girls in Marketing**  
Australia  
05/2022 - 09/2022
  - Achievements/Tasks*
    - Learned and practiced Digital Marketing
- Internship**  
Nestle (Nesternship)  
11/2020 - 01/2021
  - Achievements/Tasks*
    - Learned how to ace interviews

## SKILLS

Digital Marketing Social Media Marketing  
MS Office Content Writing Designing  
Website Designing Public Speaking

## PERSONAL PROJECTS

- Final Year Project (09/2022 - 07/2023)**
  - Researched on Limelight and Beechtree sales
  - Studied their marketing techniques
- Agri Bot (01/2023 - 07/2020)**
  - Worked as business analyst in this project

## ORGANIZATIONS

- Namal Club for Arts and Media (12/2019 - 05/2020)**  
*Promoted various events conducted at the university*
- Namal literary Society and Namal Religious society (07/2021 - 12/2021)**  
*Designed content for events at university*

## CERTIFICATES

- Anti Corruption Awareness Program**  
*NAB dramas*
- Poetry Competiton**
- Toyota 5S Methodology (2020 - 2021)**
- Sub-Editor**  
*Namal Magazine*
- Introduction to Digital Marketing**  
*Great Learning*

## LANGUAGES

English Urdu  
Full Professional Proficiency Native or Bilingual Proficiency

## INTERESTS

Writing Designing Music Philosophy