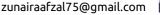


Zunaira Afzal

Marketing Manager



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Piplan, Mianwali, Pakistan



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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 - New Media Marketing

- Corporate Finance

- Consumer Behavior

Integrated Marketing Communication

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 - 09/2033

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

MS Office

Content Writing

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 Compettiton

Toyota 55 Methodology (2020 - 2021)

Sub-Editor

Namal Magazine

Introduction to Digital Marketing

Great Learning

LANGUAGES

Enalish

Urdu

Full Professional Proficiency

Native or Bilingual Proficiency

INTERESTS

Writing

Designing

Music

Philosophy