

# ZAINAB UROOJ

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## PROFESSIONAL SUMMARY

Results-driven BBA candidate specializing in marketing, consumer research, and business development. Proven leader as President of NAMAL Idea Club with hands-on experience in banking operations, digital content strategy, and data analysis. Proficient in SPSS, Meta Ads, and strategic communication. Seeking roles where analytical thinking and creative strategy drive measurable impact.

## EDUCATION

### Bachelor of Business Administration (BBA)

2022 – 2026

Namal University, Mianwali | Relevant Coursework: Business Research, Consumer Behavior, Digital Marketing, Financial Management

- Final Year Thesis: "Vicarious Nostalgia and Consumer Behavior: The Role of Emotional Attachment and Perceived Authenticity in Shaping Purchase Intention and Willingness to Pay Among Generation Z Consumers"

## EXPERIENCE

### Content Writer – Rumi House, Namal University (Part-time)

Nov 2024 – Apr 2026

- Produced newsletters, handbooks, and publications, reinforcing organizational brand voice and audience engagement
- Applied editorial judgment to improve message clarity and alignment across all institutional communication

### Innovation & Entrepreneurship Intern – Excelerate (Remote)

Aug – Sep 2025

- Researched and contributed strategic insights to an influencer marketing authenticity project within a global team
- Developed data-informed strategies to increase content trust and credibility in digital marketing environments

### Teacher Assistant – Business Dept., Namal University (Part-time)

Nov 2023 – Jul 2024

- Facilitated course delivery and improved student engagement by simplifying complex business concepts
- Maintained faculty records and coordinated academic workflows, enhancing departmental efficiency

### Internship – Habib Bank Limited (Onsite)

Aug – Sep 2023

- Processed daily banking transactions with precision, ensuring regulatory compliance and operational accuracy
- Assisted clients in account management and query resolution, strengthening service delivery and client satisfaction

## LEADERSHIP & ACHIEVEMENTS

### President – NAMAL Idea Club

2026 – Present

- Direct club operations and lead cross-functional teams to execute innovation and entrepreneurship events

### Vice President – NAMAL Idea Club

2024 – 2025

- Coordinated logistics and supported strategic execution of flagship innovation events

## SKILLS & CERTIFICATIONS

- Research & Analysis: SPSS, Consumer Behavior Analysis, Business Research Design, Data Interpretation
- Digital Marketing: Meta Ads, Email Marketing, Audience Targeting, Campaign Strategy | Tools: MS Office Suite (Advanced)
- Certifications: Meta Digital Marketing Professional (Coursera) · ASPIRE Training 2023 · Islamic Finance – State Bank of Pakistan

## LANGUAGES & ADDITIONAL INFORMATION

- English (Fluent) | Urdu (Native)
- Analytically driven with a track record of translating research insights into actionable strategies across academic and professional settings
- Available for internships and entry-level roles in marketing, research, or business development

## REFERENCES

Available upon request