

# ZOYA FATHIMA

STUDENT

## CONTACT

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## PROFILE SUMMARY

Motivated and detail-oriented undergraduate student with strong academic performance in Business Administration. Skilled in digital marketing with proven ability to be adept at teamwork, communication, and adapting to dynamic environments. I am eager to apply analytical, organizational, and problem-solving abilities in marketing and HR positions, while continuing to grow through practical learning and collaboration.

## EDUCATION

### BACHELOR IN BUSINESS ADMINISTRATION (BBA)

2023-2026

- Mount Carmel College, Bengaluru

### GRADUATED GRADE 12 IN CEBA

(Computer science, economics, Business studies, accountancy)

2021-2023

- Presidency PU College, Bengaluru

### GRADUATED GRADE 10

2021

- Al-Burooj International School, Bengaluru

## CERTIFICATIONS

- Financial Literacy
- Digital Marketing with Artificial Intelligence
- Product Management

## SKILLS

- Digital Marketing Strategy
- Social Media Management & Content Creation
- Sales Pitching & Negotiation
- Project Coordination, Data Handling
- Technical: MS Excel, Tableau, C++, Business Analytics Tools, AI Knowledge
- Soft Skills: Communication, Leadership, Teamwork, Time Management, Problem Solving

## EXPERIENCE

- AI Learner Intern | Alpha Innovations, Bengaluru
- September 2025 – November 2025
- Gained hands-on exposure to Artificial Intelligence concepts such as automation, predictive analytics, and machine learning applications in business operations.
- Assisted in data preparation and model testing under supervision of senior developers.
- Prepared reports summarizing findings and suggesting workflow improvements through technology adoption.

## LANGUAGES

- English: Fluent
- Hindi: Fluent
- Urdu: Fluent
- Kannada: Basics

## HOBBIES

- Travelling
- Cooking
- Watching movies/series

## EXTRACURRICULAR ACTIVITIES

- Volunteer at *Voice Of Hope* (NGO in Bengaluru)
- Public speaking & debates
- Fest & Event Participation
- Workshops & Seminars Participation