

ZOHRA TUS SARAF

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Detailed-oriented student skilled in process coordination, data handling, and stakeholder communication. Experienced in executing multi-team activities and managing operational workflows. Strong ability to analyze information, prioritize deadlines, and collaborate effectively in fast-paced environments. Seeking to contribute to operational excellence and innovation in the financial services sector.

EXPERIENCE

Event Management Associate, Journalism Association, MCC

July 2024 – Present

- Coordinated 10+ departmental events by managing logistics, scheduling, and vendor/speaker communication.
- Served as part of the core team responsible for conceptualizing and executing departmental events, including fests, panel discussions, and interactive sessions
- Led ideation sessions to design creative event formats and themes that enhanced student participation and departmental outreach.
- Analyzed participant insights to optimize event planning and engagement strategies.

Sales Intern, Fortune One Group, Bengaluru

Dec 2024 - Feb 2025

- Managed client data tracking, documentation, and follow-ups using Excel/CRM to support sales operations.
- Conducted property presentations, client meetings, and follow-ups, building strong relationships and enhancing customer engagement.
- Supported end-to-end client engagement, contributing to the **successful closure of a luxury residential sale**.
- Gained hands-on experience in real estate sales, client onboarding, and market research, aligning with Fortune One's premium positioning in Bangalore's luxury property segment.

Social Media Manager :

Sept 2023 – Feb 2024

- Executed multimedia deliverables — content planning, creation, scheduling, and performance tracking.
- Streamlined digital asset organization to improve workflow efficiency and faster turnarounds.

EDUCATION

Mount Carmel College, Bangalore

(2023–2026)

B.A. in Psychology and Journalism

The Study L'Ecole Internationale

(2021–2023)

High School Diploma, Achieved 90% in final exams

SKILLS

- **Data management-** MS Excel, SQL
- **Creative production-** Photography, Adobe Indesign, Adobe Premium Pro, Adobe lightroom, Canva
- **Event Management:** Ideation, Event Planning, Logistics Coordination, On-site Execution
- **Project & Timeline Management:** Task Prioritization, Workflow Coordination, Deadline Adherence

COURSEWORK

Human Resource Management • Organizational Behaviour • Statistics for Psychology • Industrial Psychology

PROJECT WORK

Editor-in-Chief – Lab Journal Project

Dept. of Journalism, Mount Carmel College

- Managed the planning, writing, design, and editing processes for a 4-page newspaper prototype using Adobe InDesign.
- Ensured adherence to journalistic and design standards through a structured review workflow.