

ZOHRA TUS SARAF

CONTACT

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PROFESSIONAL EXPERIENCE

Event Management Associate | 2024- Present

Journalism Association, MCC

- Coordinated 10+ events; handled logistics, vendors & schedules.
- Led theme ideation and engagement strategies to boost participation.
- Collected feedback insights to refine event structure.

Sales Intern | DEC 2024- FEB 2025

Fortune One Group

- Conducted market research on luxury consumer trends.
- Managed client data using Excel/CRM for efficient follow-ups.
- Delivered presentations enhancing consumer engagement.
- Supported client journey, contributing to premium sale closure.

EDUCATION

Mount Carmel College | 2023–2026

Bachelor of Arts Psychology & journalism

The Study L'Ecole Internationale | 2021–2023

High School Diploma

CORE SKILLS

Brand & Marketing: Consumer Insights, Market Research, Advertising Concepts, Content Strategy, Campaign Execution

Analytical: MS Excel, Data Interpretation, Statistical Analysis (Correlation, t-test), Insight Generation

Creative: Script Writing, Ad Film Production, Photography, Adobe InDesign, Lightroom, Premiere Pro, Canva

Coordination: Cross-functional Collaboration, Vendor Management, Event Execution, Timeline Management

RESEARCH PROJECTS

Learning Styles Study – Used Pearson correlation to assess learning patterns vs performance.

Burnout Study – Applied t-test to compare burnout in two job roles.

ACADEMIC PROJECT

Editor-in-Chief, Lab Journal – Designed & published 4-page newspaper using InDesign.