

# ZUHA TAHREEM

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## SUMMARY

Motivated aspiring Brand Management professional with a strong grasp of market research, consumer insights, and brand strategy fundamentals. Skilled in analyzing trends and supporting cross-functional projects to drive cohesive marketing execution. Focused on consumer-first thinking and eager to contribute to brand development and data-driven decision making.

## EDUCATION

### **MOUNT CARMEL COLLEGE, BANGALORE**

**2023-2026**

- Degree: Bachelor of Commerce (Regular)
- Specialisation : Marketing

### **CMR PU COLLEGE, HRBR (CLASS XII)**

**2021-2023**

- Course : Commerce
- VI<sup>TH</sup> Subject : Computer

### **ST. FRANCIS XAVIER GIRL'S HIGH SCHOOL (CLASS X)**

**2021**

## SKILLS

### **TECHNICAL SKILLS :**

- BRAND STRATEGY
- ADVERTISEMENT & MARKETING
- POWER BI
- ADVANCE EXCEL
- CANVA
- PROMPT ENGINEER

### **SOFT SKILLS :**

- COMMUNICATON
- REASONING
- TEAMWORK
- GROWTH MINDSET
- CRITICAL THINKING
- PUNCTUALITY

## CREDIT COURSES

- GENERATIVE AI - LinkedIn Learning
- MCKINSEY FOWARD LEARNING PROGRAM
- CYBER SECURITY - Cisco
- BUSINESS ANALYSIS - LinkedIn Learning
- PROJECT MANAGEMENT - LinkedIn Learning
- ADMINISTRATIVE PROFESSIONAL FOUNDATION - LinkedIn Learning
- DIGITAL MARKETING - LinkedIn Learning
- CUSTOMER RELATIONSHIP MANAGEMENT - Simpli learn
- BRAND MANAGEMENT - Simpli learn

## ACHIEVEMENTS AND RESPONSIBILITIES

1. Documentation core team (Commerce Association)
  - Documents events, discussions, guest lecture into a summarized report format
2. Logistic tech (Student Council)
  - Helps in smooth running of the evnts and handles all the tech parts
3. Marketing and Pr (Commerce Association)
  - Part of the crore team that overlooked the marketing and Pr of all inter-collegiate events