

# ZOHRA TUS SARAF

CONTACT

Phone: +191 080815118  
Email: zohratchalla@gmail.com

Linkedin: [www.linkedin.com/in/zohratussarafchalla](http://www.linkedin.com/in/zohratussarafchalla)  
Portfolio: [www.zohra.portfolio](http://www.zohra.portfolio)

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.