

# Zainab Siddiqi

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## ACADEMIC QUALIFICATION

	DATE OF GRADUATION	GRADES
INSTITUTE OF BUSINESS ADMINISTRATION – BBA	June 2023	3.84 CGPA
WHALES COLLEGE – A Levels	August 2019	4A*s
THE MAMA PARSI GIRLS' SECONDARY SCHOOL– O Levels	August 2017	9A*s

## ACADEMIC ACHIEVEMENTS

- Dean's List for 7 consecutive semesters from Fall 2019-Fall 2022.
- 100% academic scholarship at Whales College, August 2017 – May 2019
- CAIE Distinction in Pure Physics O levels for May/June 2017.

## CERTIFICATIONS

- Market Research and Consumer Behavior from IE Business School, Spain – August 2020.
- First Step Korean from Yonsei University, South Korea – June 2020.
- Inspiring and Motivating Individuals from University of Michigan, USA – May 2020.
- Preparing to Manage Human Resources from University of Minnesota, USA – April 2020.
- **Electives:** Digital Marketing, Analytical Approach to Mktg, Financial Modeling, Introduction to Marketing Analytics, Media Management, Social Media Marketing, Derivatives.

## MAJOR PROJECTS

- **Quantitative Business Research:** Investigated the factors influencing smartphone purchase in Pakistan considering PTA's 2018 DIRBS and MDM policies.
- **Marketing Plan:** Facilitated *Eternite Planners* in adjusting its marketing budgeting decisions to cope up with the result of the pandemic.
- **Data Analysis/ Financial Modeling:** Forecasted financial statements for Nestle till 2032, performed regressions and t-tests between several variables from a pool of 20 companies to detect the impact of PSX circuit breaker policies, and carried out feature engineering, data cleaning, and data manipulation on IBM HR data.

## WORK EXPERIENCE

- **SEO Assistant at Icarus Jet (July 2021-November 2022)**  
Drafted, edited, and proofread blogs and articles for international aviation and luxury travel sector to increase the SEO of their website. Communicated with journalists and researchers in the private travel business.
  - Increased monthly organic traffic for the website by 60%
  - Built the Domain Authority for the website by 10 points on SEMRush.
  - Sent global PR campaigns with an average OR of 37% & CTR of 12% through Prowly.
- **Corporate Intern at Pakistan Telecommunication Company Limited PTCL (June-July 2021)**  
Analyzed marketing strategies for PTCL Business Solutions considering market competition and experienced the process of bidding for NBP tenders.
- **Class Executive at The Citizens' Foundation TCF (June-July 2020)**  
Underprivileged students admitted to reputable institutes of their choice through the collective effort of the team in preparing them for their interviews and SOPs amid the coronavirus outbreak.

## EXTRACURRICULARS

- **GBSN Top Five Essay Submission at The Victoria Forum (August 2022)**  
Penned down an essay on bridging social divides and got selected from among 347 students from among 27 different countries.
- **1<sup>st</sup> Position in the IBA Accounting Club's Fiction Competition (July 2021)**  
Responsible for writing the winning literary piece.

## SKILLS

- |             |              |          |            |
|-------------|--------------|----------|------------|
| • Canva     | • SEMRush    | • Prowly | • ParseHub |
| • MS Office | • Quickbooks | • SPSS   | • RStudio  |