

## Zara Asim

House no. SD 73, Lane 11, Askari 5, Gulberg 3, Lahore

0309-4831212 | [zaraasim12123@gmail.com](mailto:zaraasim12123@gmail.com) |

A passionate & determined individual, ready to shoulder the responsibility of making a positive change in the community! Always ready to explore and learn new skills and acquire knowledge.

## EDUCATION

### Kinnaird College for Women (KCWU)

Aug 2020 – May 2024

B.A Honors in Business Administration (BBA) – CGPA = 3.79

**Key Courses:** Business Research Methods, Entrepreneurship & E-Business, Sales Management & Advertising, Corporate Finance, Business Communication, Business Statistics, Money and Banking, Economics for management, Consumer Behavior, Organizational Behavior, Financial Accounting, Electronic Media, Training and Development, Strategic HRM, Marketing Management

## PRACTICAL EXPERIENCE

### SCOLAR Lahore – Member Media and Marketing Department

Oct 2022 – Present

- **Creative ideation developer** and innovator – proposed interactive campaigns on social media for greater engagement
- **Handling SCOLAR's Social Media Platforms and Marketing activities**
- **Photography and Videography** of the events – Edited photos and reels for marketing and social media posts
- **Content writing and Caption development** for posts

### Rabt-e-Rizq – Content Writer at Kinnaird Chapter

Nov 2022 – Present

- Handling of **social media** posts and **captions**
- Content **writing** for the Annual **Newsletter**

### International HULT Prize' 2022 – Runners up

Feb 2022 – March 2022

- **Prepared a business pitch** and its feasibility report, alongside the forecasted **timeline** and **estimated budget**
- ‘Entertainment Hour In-Corporate’; An **entertainment company** for **corporate employees** to support **work-life balance**
- Presented the **marketing plan** and had a **Q&A session** with **external judges**

### LEC/ Liberty Entrepreneurial Contest – Director Logistics

July 2019 – Jan 2020

- **Conducted interviews and managed a team of 20 people**
- Formulated and **arranged** all the material **and resources** of the event
- Ensured **quality assurance**

### BLKC/ Beaconhouse Liberty Kasuri Cup (Season opener debating championship) – Director Media & Marketing

June 2019 – Oct 2019

- **Team shoots** and **videography** prior to the event
- **Photography** and **Videography** during the event
- **Managed** a team of 30 members

## PROJECTS & ACHIEVEMENTS

Aug 2020 – Present

- Introduced a **marketing strategy** for **Nestle Fruita Vitals** – proposed new **packaging** and new **flavors** and **proposed HR policies**
- Conducted a **consumer survey** for ‘Oreo’ – identified the **gap**, formulated **consumer insight**, developed the **big idea & advertisement**
- Proposed a **new product line extension** for **Nestle** – presented the idea of ‘Nestle Nescream’; an **ice-cream brand** for **Pakistan**
- Represented ‘Surf Excel’ in battle of brands. Prepared an advertisement and won the competition against ‘Ariel’
- Prepared a ‘Sales’ pitch for a new product: **Tote bags** and sold it during final presentations while being the **lead at managing the group**
- **Proposed and presented** a business idea of KC book bank & **Developed** a game using **Scratch**
- **Proposed and presented** a business idea of ‘Reverie’; an event management company and **proposed HR policies**
- **Shot an advertisement** for **Nestle Fruita Vitals, Almas shoes, tote bags and public service message on water sustainability**.

## LEADERSHIP

- **Deputy Head Girl** – Kinnaird College for Women; 2023-2024 – Management of the entire student body and administration
- **Kinnaird Entrepreneurial Club** – *Representative* (Organized Environmental Enigma, orientations, seminars, webinars and other resonating activities) – Aug 2021 – Present
- **Computational & Professional sciences** – *Senior Representative* (Organized all major interdepartmental activities and executive council duties) – Oct 2021 – Present
- **Kinnaird's 3rd International Conference Social Sciences** – *Organizing Committee* (Helped in managing the business department seminar and assisted the heads in other managerial activities) – 17<sup>th</sup> – 19<sup>th</sup> May 2022

## HONOURS AND AWARDS

- Gold medalist in O Level & 100 % scholarship holder in A Level
- Deputy President of Alumni Relations society in O Level
- President Alumni relations society in A1 & House Captain in A2
- High Achiever at USEFP & Student ambassador at ‘SOS during’ internship

## SKILLS AND INTERESTS

- **Skills:** Proficient in Canva, Microsoft Word, PowerPoint & VN editor. Good interpersonal communication skills, team worker, leadership skills
- **Interests:** Writing, photography, videography and painting