

Zara Asim

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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) – **17th – 19th 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, leaderships skills
- **Interests:** Writing, photography, videography and painting