



**Date of Birth:** 30/03/2003

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# Zahra Sajjad

## EDUCATION & QUALIFICATIONS

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### **Forman Christian College (2022-2026)**

Bachelor's in computer science

CGPA (in progress): 3.693

### **A level - Cambridge A level (2020-2022)**

**Lahore Grammar School 55 Main**

A in Chemistry, B in Mathematics and Physics

### **GCSE - Cambridge O level (2017-2020)**

**Lahore Grammar School 1-A/1**

4 A\*'s 4 A's including Mathematics, English Language, ICT and Islamiyat.

## INTERNSHIPS

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### **Nestle**

2024

*Intern*

- Planned and executed Nescafé's influencer marketing campaign for Red Pillar and Ready-to-Drink (RTD) coffee categories on TikTok and Instagram, spanning 2 months.
- Designed and analyzed a comprehensive questionnaire to understand cold coffee consumption trends in Pakistan, uncovering insights into consumer preferences, buying habits, and factors influencing cold coffee choices.
- Conducted primary research on Gen Z consumer behavior and social media trends in the Ready-to-Drink (RTD) category, developing a data-driven strategy to enhance marketing relevance and effectiveness.

### **Next Generation Pakistan**

2021-2022

*Intern*

- Led "Project Pehchaan," assisting the transgender community in achieving financial independence
- Raised over PKR 1 million and established the first transgender church in Karachi

## PROJECTS

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### **Bag-it: Local Handbags Startup**

*Co-founder*

- Generated over PKR 50,000 in revenue in the first 1.5 years
- Developed innovative bag designs for students and working women
- Recognized by renowned blogs including Mashion.pk
- Created social media content, increasing audience to over 700 organic followers

### **Line Following Robot**

- First place in Digital Logic Design course
- Assembled hardware integrating sensors and motors
- Developed control logic using digital circuits for accurate path-following

## SKILLS

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- Strong critical thinking and analytical skills
- Excellent communication skills and team-oriented
- Proficient in Microsoft Office and Google Workspace
- Fluent in English and Urdu