

# Curriculum Vitae

## Zarah Zubin Irani

### PhD in Marketing

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#### Education

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##### Lahore University of Management Sciences

BSc in Management Science (CGPA: 3.76)

Dean's Honor List

2019–2023

*Graduated with Distinction*

2020–2022

Relevant Courses: Business Analytics, Business Communications, Business Ethics, Consumer Behavior, Decision Analysis, Data-Driven Marketing, Decision Behavior, Optimization Methods, Principles of Marketing, Quantitative and Qualitative Methods, Retail Management, Strategic Business Management, Supply Chain and Logistics Management

##### Karachi Grammar School

CAIE A-levels: 4As

CAIE O-levels: 5A\*s, 5As

Principal's Award

August 2019

August 2017

#### Research Projects

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##### Improving Sustainability in Fresh Food Cold Chains

August–December 2023

Advisor: Dr. Raja Usman Khalid (Assistant Professor at Lahore University of Management Sciences)

Explored the use of Industry 4.0 technologies to enhance sustainability in Pakistan's fresh food cold chains.

- Conducted extensive field research through in-depth interviews and surveys to explore the potential of Industry 4.0 technologies in enhancing sustainability within fresh food cold chains across multiple cities in Pakistan.
- Engaged directly with key supply chain actors, focusing on adopting innovative technologies to improve efficiency and reduce environmental impact, particularly in Pakistan's agrarian economy.

##### Market Analysis of Pepsi Black in Pakistan

January–May 2022

Advisor: Dr. Khudejah Ali (Assistant Professor at Lahore University of Management Sciences)

Analyzed the factors behind Pepsi Black's market failure in Pakistan through integrated qualitative and quantitative research methodologies to uncover consumer behavior patterns and identify misalignments in the product's marketing strategy.

- Conducted exploratory research through an extensive literature review and focus groups to uncover key themes and insights into the factors contributing to Pepsi Black's market failure.
- Designed and implemented a survey using random sampling to collect data on consumer perceptions related to product design, taste, pricing, accessibility, and communication of Pepsi Black, enabling hypothesis development.

- Analyzed the data using SPSS, applying advanced statistical techniques such as Chi-Square, ANOVA, Correlation, and Multiple Regression to validate hypotheses and assess the impact of these factors on consumer purchase behavior.
- Proposed strategic data-driven recommendations for improving messaging, optimizing distribution, and enhancing consumer engagement to align with health-conscious market trends.

**Cognitive Biases and Consumer Perceptions in Green Marketing** *January–May 2022*  
 Advisor: Fahad Mehmood (Assistant Professor at EM Normandie)

Investigated cognitive biases and heuristics influencing consumer behavior in Pakistan regarding green products.

- Conducted research through analyzing the impact of cognitive biases, including anchoring, confirmation bias, and framing effects, on consumer purchase behaviors in green marketing within the Pakistani market.
- Conducted extensive literature review, designed and administered structured surveys targeting Generation Z and Millennials, coupled with in-depth interviews, capturing nuanced consumer perspectives on green marketing campaigns.
- Applied statistical techniques using SPSS, including chi-square tests, independent sample t-test, and correlation analysis, to identify critical factors influencing the gap between purchase intentions and actual decisions.
- Developed green marketing strategies, integrating insights on cognitive biases to enable businesses to enhance consumer engagement and drive sustainable purchasing behaviors.

**Consumer Buying Behavior Analysis for Banana & Kale** *August–December 2021*  
 Advisor: Saima Mujtaba Rana (Adjunct Faculty at Lahore University of Management Sciences)

Analyzed consumer behavior and developed digital marketing strategies for Banana & Kale (B&K), online jewelry brand, targeting Gen Z women in Pakistan.

- Conducted research through structured interviews, focus groups, participant observation, and surveys to identify key purchase drivers, such as brand aesthetics, influencer marketing, and affordability influencing Gen Z's purchasing decisions.
- Mapped out the stages of the consumer buying process and analyzed consumer buying roles.
- Provided recommendations to Banana & Kale in product positioning, promotional tactics, and customer service, which resulted in increased brand awareness, consumer engagement, and customer retention.

## Work Experience

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**Habib Bank Limited**

*July 2023–Present*

Management Trainee – Consumer Finance

- Spearheaded initiatives to increase female penetration in the consumer finance portfolio through targeted sales and marketing strategies.
  - Conducted research to identify factors of low female representation in Pakistan's financial industry.
  - Designed and implemented Pakistan's first "Women for Women Sales Campaign," empowering 200 female relationship managers and increasing female customer acquisition by 15

- Participated as a panelist on Women’s Day, contributing to discussions on bridging generational gaps and advocating for women’s empowerment and inclusivity.
- Collaborated with Karachi Women’s Festival, managing artworks and stakeholders to promote women entrepreneurs.
- Strategized for Visa’s She’s Next program to support women entrepreneurs, set for execution next year.
- Developed presentations and leadership strategies with Visa She’s Next Club to empower women entrepreneurs.
- Led the multi-channel marketing campaign for Toyota x HBL partnership.
  - Optimized campaign reach and awareness through multiple channels, including TikTok, Instagram, YouTube, Facebook, HBL website, ATMs, and branches.
  - Collaborated with internal and external stakeholders to design campaign artworks aligning objectives with brand positioning.
  - Tailored marketing initiatives to customer demographics, resulting in heightened engagement and sales.
- Collaborated with an agency to develop and execute the digital marketing campaign for the Ready Cash running finance product.
- Conducted research on the Future of Payments, influencing future product development initiatives.

**Lahore University of Management Sciences**

*August 2021–June 2023*

Peer Advisor

- Assisted students with course and major selection.
- Served as an academic advisor and mentor to 30 students.

**Chevron Pakistan Limited**

*June–July 2022*

Marketing Intern

- Liaised with vendors, creative, and digital agencies for brand activation at Pakistan Auto Show 2022.
- Assisted in the product brand revitalization of Millat Tractors.
- Analyzed competitors’ marketing campaigns on PakWheels and provided recommendations to increase engagement rates and product sales.
- Conducted feedback analysis of Uber drivers and provided recommendations to improve the Uber-Caltex partnership campaign.

**FrieslandCampina Engro Limited**

*June–July 2022*

Intern at Ice Cream Department

- Led Omore’s Eid Promotions Campaign across several e-commerce apps, ensuring product availability.
- Analyzed marketing campaigns of Pakistani ice cream competitors and suggested countermeasures by assessing trends.
- Shortlisted and finalized vendors for the Attendance Salary Management System through negotiations and cost analysis.

**Lahore University of Management Sciences**

*August 2021–December 2022*

Teaching Assistant – Marketing

- Assisted a class of 100+ students through office hours, addressing assignments and

course-related queries.

- Conducted invigilation and grading for exams and projects, ensuring fair evaluation.
- Led tutorials for 100+ students, providing insights for successful assignment completion.
- Created exams, weekly quizzes, and assignment tutorials to design effective assessments.

## Projects

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### **Business Analysis Project**

- Investigated factors influencing literacy and enrollment rates of students and teachers in Punjab's public schools across various districts.
- Conducted detailed literature review, applied quantitative analysis (Clustering, Correlation Analysis, Regression Trees, Association Rule Mining), and data visualization using R.
- Provided targeted recommendations to optimize student enrollment and teacher retention.

### **Retail Management Project**

- Conducted an in-depth analysis of Breakout's 7Ps (Product, Place, People, Process, Physical Evidence, Price, Promotion) to evaluate the brand's retail strategies across 49 physical stores in Pakistan and online channels.
- Applied customer journey mapping and the 3R framework (Recognize, Respect, Reward) to identify opportunities for improved consumer satisfaction and loyalty.
- Developed actionable recommendations, including enhancing product presentations, increasing workforce diversity, and optimizing store layouts through feature zones to drive consumer footfall, conversion rate, and loyalty.

### **Strategic Business Management Project**

- Conducted an in-depth strategy analysis of ICI's diversification and competitive strategies, emphasizing market segmentation, customer targeting, and differentiation.
- Assessed ICI's strategic partnerships, including joint ventures and mergers, to enhance brand positioning, expand geographic reach, and increase market share.
- Developed recommendations, including the adoption of renewable energy, local sourcing of raw materials, and further capacity expansions for improved firm performance by ensuring sustainable growth and market penetration.

### **Business Ethics Project**

- Conducted an ethical analysis of Tapal Tea's Qabool Hai advertisement, exploring its reinforcement of gender stereotypes, false correlation between tea and a "complete home," and its manipulation of societal norms through associative advertising.
- Applied ethical theories including Kantian ethics, virtue ethics, and Rawls' theory of justice to critique the ad's impact on consumer autonomy and the reinforcement of traditional gender roles in Pakistani society.
- Proposed a shift in the ad's narrative to focus on celebrating women's achievements beyond traditional domestic roles, advocating for equality and autonomy in gender representation, and suggesting alternatives to remove harmful stereotypes.

### **Decision Analysis Project**

- Developed a simulation model to determine the optimal order quantity for Bees Natural® in the Attock market, considering uncertainties like bee mortality, supply disruptions, and

shifting consumer demand patterns due to COVID-19.

- Analyzed key variables such as sales price, unit cost, transportation costs, and emergency supply requirements using 1000 simulation iterations to forecast potential outcomes.
- Applied a risk-averse decision-making approach, identifying an optimal order quantity of 1200 kg that maximized the company's minimum NPV in the worst-case scenario, supporting a strategic expansion with minimized financial risk.

### **Management Project**

- Led an in-depth analysis of Engro Foods' market challenges, including product quality controversies and weak distribution channels, and assessed the strategic implications of the acquisition by Royal FrieslandCampina to enhance product innovation and market share in the dairy sector.
- Recommended alternative strategies, including maintaining majority control to leverage FrieslandCampina's expertise while mitigating risks of losing brand control and market presence, to optimize long-term profitability and market positioning.

### **Optimization Project**

- Developed a linear programming model using Excel Solver to optimize Furniture Planet's inventory management, addressing issues of inefficient ordering and space allocation, which resulted in delayed customer deliveries and poor service.
- Created a binary integer programming model to determine the optimal set combinations for in-stock kitchen sets, maximizing the number of timely orders while minimizing space and inventory overlaps.
- Applied constraints on warehouse capacity and product components to recommend a refined inventory policy, focusing on a smaller selection of kitchen sets, leading to more efficient operations and improved customer satisfaction.

## **Extra-Curricular Activities**

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### **Harmony in Helping Hands**

*January 2010–Present*

Community Engagement and Fundraising Volunteer

- Played the piano at multiple fundraising events supporting Indus Hospital and the Layton Rahmatullah Benevolent Trust (LRBT), using musical performances to contribute to their missions of providing free healthcare and combating blindness in Pakistan.
- Organized multiple fundraising events, ensuring their success in raising awareness and funds for Indus Hospital and LRBT's initiatives.

### **Karachi Zarthosti Banu Mandal**

*January 2010–Present*

Community Engagement Volunteer

- Contributed to the welfare of the Zoroastrian community by volunteering at the Parsi General Hospital and old age homes, providing assistance and care to elderly members of the community.
- Played a key role in organizing cultural and community engagement events, including the Navroze fete, to promote cultural heritage, strengthen community bonds, and support communal well-being.

### **Fixit Family Home**

*October 2023*

Volunteer for Orphanage Community Inclusion

- Partnered with Fix It Family Home to drive community engagement, fostering inclusion and empowerment for orphaned children through volunteer-led activities.
- Facilitated interactive workshops on personal hygiene and origami, creating a supportive environment to build confidence and life skills.

### **LUMS Students Mathematics Society**

*August 2021–May 2022*

Director Promotions & Publications

- Strategically designed and managed social media communication to increase engagement and visibility across multiple social media platforms.
- Managed the society’s social media platforms to ensure consistent branding.

### **Riayat LUMS Chapter**

*August 2021–May 2022*

Assistant Director of External Relations & Publications

- Strategically led the promotion and execution of high-impact initiatives, including large-scale food drives, book donation campaigns, and community engagement events, significantly enhancing community outreach and fostering meaningful connections with underserved groups.
- Collaborated with stakeholders to amplify the impact of Riayat’s mission to support social welfare projects.

### **National Institute of Child Health**

*January & December 2017*

Coordinator for Volunteers

- Maintained precise volunteer attendance records and optimized daily activities schedules.
- Seamlessly planned and executed the program’s opening and closing ceremonies.
- Contributed to the planning and execution of World Diabetes Day to raise awareness and promote health initiatives.

## **Skills**

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**Languages:** Fluent in English, Urdu, and Gujrati; Conversational in French (DELF-A1 Certified).

**Technical Skills:** Proficient in MS Office (Word, PowerPoint, Excel), Canva, SPSS, and R.

**Personal Attributes:** Adaptable to complex environments, collaborative, with strong problem-solving and leadership skills.