

Zarah Irani

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EDUCATION

Lahore University of Management Sciences - BSc in Management Sciences (CGPA: 3.76) 2019–2023
Graduated with Distinction, Placed on Dean's Honor Roll (2020-2023)

Relevant Courses: Business Analytics, Business Communications, Business Ethics, Consumer Behavior, Decision Analysis, Data Driven Marketing, Optimization Methods, Quantitative & Qualitative Methods, Retail Management, Strategic Business Management, Supply Chain & Logistic Management

Karachi Grammar School

A-levels - 4As, O-levels - 5A*s, 5As

August 2019 & 2017

ACADEMIC PROJECTS

- **Retail Management:** Conducted primary research, analyzed and recommended retail strategies to increase customer footfall and conversion rate for Breakout
- **Data Driven Marketing:** Conducted market research using mixed research methodology and analyzed the factors that led to Pepsi Black's failure in Pakistan using SPSS
- **Strategic Business Management:** Performed a detailed strategy analysis through secondary research on ICI Pakistan and provided recommendations to improve firm performance

WORK EXPERIENCE

Habib Bank Limited – Consumer Finance Management Trainee

July 2023-Present

- Led initiatives to boost female penetration in the consumer finance portfolio through targeted sales and marketing strategies
- Collaborated with the agency to develop and strategize the digital marketing campaign for Ready Cash (running finance product)
- Strategized on Visa's She's Next program, set to be executed next year to support women entrepreneurs
- Conducted in-depth research on Buy Now, Pay Later models, contributing towards future product development

Lahore University of Management Science - Peer Advisor & Teaching Assistant

August 2021-May 2023

- Academically advised and mentored 30 students
- Assisted students with their course and major selection with regular follow-up
- Assisted 120 students in understanding the dynamics of Marketing
- Checked and evaluated quizzes, assignments, and presentations

Chevron Pakistan Lubricants – Marketing Intern

June–July 2022

- 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 sales of products
- Conducted a feedback analysis of Uber drivers and provided recommendations to improve the effectiveness of the Uber-Caltex partnership campaign

FrieslandCampina Engro Pakistan - Intern at Ice Cream Department

June–July 2021

- Led Omore's Eid Promotions Campaign across several e-commerce apps, ensuring the availability of products
- Analyzed marketing campaigns of the Pakistani ice cream competitors, to take countermeasures by assessing trends and assisting in the alignment of strategies
- Shortlisted and finalized the vendors, for Attendance & Salary Management System via negotiations and thorough cost analysis

Ascend Consulting – HR Intern

July 2018

- Assisted in the talent acquisition process for various job postings in several companies
- Worked in developing an HR Policy Manual for a manufacturing client

EXTRA-CURRICULUR ACTIVITIES

Director of Promotion and Publication for the LUMS Students Mathematics Society August 2021-May 2022

Assistant Director of External Relations and Publication for the Riayat LUMS Chapter August 2021-May 2022

Assistant Director ELAPS at the LUMS Photography Society January 2021

Coordinator for Volunteers – National Institute of Child Health December & June 2017

SKILLS

Languages: Fluent in English, Urdu, Gujarati, Conversational in French (Delf A1 Certified)

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

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