

FATHIMA ZINNEERA M

MBA - MARKETING & HR

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 [LinkedIn Profile](#)

 Calicut, Kerala

OBJECTIVE:

Dynamic MBA graduate with a strong foundation in Marketing and HR, offering exceptional proficiency in English communication, along with proven skills in public speaking and event anchoring. Seeking a challenging role where I can contribute my communication expertise to drive organizational success.

PROFESSIONAL EXPERIENCE:

Marketing Intern **Apr 2024 - Jun 2024**

Maverick Business Academy London – Sharjah, UAE

- Assisted in developing and implementing marketing strategies to promote the academy's courses and services across digital platforms.
- Conducted market research to identify target audiences and improve engagement strategies.
- Supported the planning and execution of promotional campaigns, including social media and email marketing.
- Analyzed campaign performance using key metrics and suggested improvements to increase effectiveness.
- Collaborated with cross-functional teams to ensure alignment of marketing objectives with organizational goals.

PROJECTS:

■ **Evaluating the Effectiveness of Sales Promotion Techniques**

Case Study: Maverick Business Academy London, Sharjah

Analyzed sales promotion strategies and their impact on business performance.

■ **Digital Marketing vs. Traditional Marketing:** Researched and evaluated the effectiveness of digital marketing compared to traditional methods.

■ **Organisational Study at VKC Footwear, Calicut:** Led an organizational study to gain insights into operations and management practices at VKC Footwear.



EDUCATION:

MBA Marketing & HR

*Farook Institute of Management Studies,
University of Calicut | 2022 - 2024*

**Bachelor of Commerce (B.Com) in
Finance**

University of Calicut | 2019-2022

Higher Secondary Education

St Hildas School, Ooty | 2019

CERTIFICATIONS:

Data Analysis

*National Institute of Electronics &
Information Technology, Calicut*

**Digital Marketing Fundamentals
Course**

Simplilearn, Skill Development

NIPM Member, Student Council Chapter

*Farook Institute of Management Studies,
Calicut*

SKILLS:

- Digital Marketing
- Market Research
- Campaign Analysis
- Social Media Management

ACHIEVEMENTS:

- Adept event anchor and Head of the Sponsorship Team for college events at FIMS.
- Successfully organized CANVAS, a National Level Management Fest at FIMS.
- Conducted business interviews during 'FIMS WAVES' at FIMS College.
- Led as the Interact Coordinator in the Prefect Council at the school level.

REFERENCES:

- Dr Ahamed Riaz
Director - FIMS
+91-9446477340
- Dr Sujatha Sankaran,
Deputy Director, FIMS
+91 9995420020

- MS Office (Excel,Word,PPT)
- Communication
- Marketing Strategy
- Data Analysis
- Team Leadership
- Negotiation
- Adaptability

LANGUAGES:

- | | |
|-------------|-------|
| • English | ★★★★★ |
| • Tamil | ★★★★★ |
| • Malayalam | ★★★★★ |
| • Hindi | ★★★★★ |