

ZOHAIB HASSAN

| zohaibha67888@gmail.com | www.linkedin.com/in/zohaib-hassan-3bb656213/ | +92 344 5057723 |

SUMMARY

Dynamic and results-driven professional with a BBA from Air University and experience in research analysis. Previously worked as a Research Analyst at D-Mark, with internships in Project Management at Precise tec, Finance at Fazaia Housing Rawalpindi and Social Media Management at PakSoftwares. Skilled in market research, financial Planning, Marketing strategies especially in digital Landscape. Passionate about continuous growth, with long-term goals of entrepreneurship.

EDUCATION

Bachelors in Business administration BBA (Hon's)

Sep 2020 - June 2024

Air University, Islamabad

CGPA : 3.01/4.00

TECHNICAL SKILLS

Project Management : Ms Project, Oracle

Finance : Quickbooks, Ms Excel

Research : Atlas-ti, Jasp, Spss, Google Analytic, Meta ads manager

Data Visualization: Power Bi

Designing : Canva, Adobe Photoshop (Beginner)

RELEVANT INDUSTRY EXPERIENCE

Dmark, Rawalpindi

Sept 2024 - Jan 2025

Research Analyst

- Gathered market related data from various sources such as research papers, open-source data sets, company's provided data etc.
- Used various tools such as Atlas-ti for qualitative Analysis and Spss, Jasp for statistical Analysis.
- Used Power-bi for data visualization.
- Created various type of reports such as consultancy report, business analysis report and research papers.

INTERNSHIPS

Precise Tec, Rawalpindi

Jun 2024 - Aug 2024

Project Management Intern

- Helped in Project Scheduling and resource allocations.
- Helped in utilization of financial sources and tracking of budget of the project
- Provided in-depth analysis of project activities, duration, performance and other relevant data to top management.

Fazaia Housing, Rawalpindi

Jun 2023 - Aug 2023

Finance Intern

- Helped in recording daily financial changes using Organization's Financial Systems.
- Recorded daily costs related to official activities.
- Helped in Receipts Management

PakSoftwares, Islamabad

Jun 2021 - Nov 2021

Social Media Marketing Intern

- Helped in managing Social media Platforms.
- Contributed in planning and launching social media campaigns.
- Used Analytic tools such as Google analytic and Meta Ads Manager to track marketing campaign's performance..

COURSES

Freelancing

Jun 2021 - Aug 2021

Digiskills

Digital Marketing

Jun 2021 - Aug 2021

Digiskills

ADDITIONAL INFORMATION

Languages: English, Urdu, Punjabi

Hobbies: Football, Book reading