

ZAINAB SYED



Bahria Town, Rwp



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EXPERTISE

- Social Media Management
- Social Media Marketing
- Content Creation
- Administrative Support
- Project coordination and Collaboration
- Researcher

ADDITIONAL SKILLS

- Proficient in Instagram, LinkedIn, Canva, Capcut and Microsoft Office Suite.
- Strong planning and time-management abilities.
- Strong analytical and information synthesis skills
- Familiar with conducting market and audience research to identify trends and insights.
- Quick learner, adaptable to new processes and technologies.
- Ability to work independently or as part of a team

PROFILE

A motivated and quick-learning individual eager to contribute strong organizational and administrative skills to a dynamic team. I bring a fresh perspective, a proactive attitude, and a commitment to getting things done efficiently. I enjoy creating content, managing brand profiles, and assisting with HR tasks. My strengths include organization, teamwork, and adapting to new challenges, whether working independently or collaborating with others.

EXPERIENCE

Social Media Manager

CMS | Rawalpindi | Remote

- Content Strategy & Branding: Develop and manage engaging content tailored to showcase construction projects, highlight company expertise and ensures a unified brand presence across all social media platforms.

Summer Internship

TCF | Islamabad | Hybrid

- Designed and created engaging social media posts and videos to promote TCF's mission, increasing online visibility and audience engagement for the non-profit.
- Led social awareness and fundraising initiatives, effectively communicating TCF's goals to the public and contributing to successful donation drives.

Summer Internship

ISPR | Rawalpindi | Onsite

- Learned how media and social media are used to raise awareness and share positive messages; visited industries to understand how they are managed.
- Worked in teams with people from different backgrounds, shared ideas, and took part in discussions on how to improve Pakistan through communication and teamwork.

Summer Internship (Social media person)

CURECODE | Florida | Remote

- Developed and posted engaging social media content, leading to increased follower growth and interaction.
- Supported strategy by researching trends and analyzing competitor content to identify new opportunities
- Partnered with other team members to maintain a consistent brand voice across all platforms.

Internship (Social media analyst)

HRTA | Islamabad | Remote

- Assisted the digital marketing team with daily tasks and ongoing projects.
- Identified trends and insights to help optimize online content and improve team performance.

EDUCATION

- MASTER IN PROJECT MANAGEMENT
- Bahria University
- 2025 – 2026
- BACHELOR OF SCIENCE IN MEDIA AND COMMUNICATION
- Foundation University
- 2020 – 2024

LANGUAGES:

- Urdu
- English

Digital Marketing Workshop

RWU | Rawalpindi | Online

- Learned how media and social media are used to raise awareness and share positive messages; visited industries to understand how they are managed

Successful short films

FUSST | Rawalpindi

- Wrote, shot, and acted in original short films, translating narrative concepts into compelling visual stories.

CERTIFICATION

ICMAS- International Conference on Media and Communication Studies

- Gained industry relevant insights and focusing on the application of emerging media trends, audience analytics in real world scenarios.

Digital Information Literacy Workshop by Mymacom

- Acquired advanced methodologies for critically evaluating digital sources and verifying information credibility in online environments.
- Developed proficiency in employing strategic search techniques and digital tools to conduct efficient and effective research.
- Enhanced ability to identify misinformation and synthesize complex information into accurate, actionable insights.