

# ZOYA BAIG

STRATEGIC STUDIES GRADUATE | POLICY RESEARCH CONTRIBUTOR | COMMUNICATIONS SPECIALIST | SOCIAL IMPACT & MEDIA STRATEGIST

Rawalpindi, Pakistan • zoyabaig308@gmail.com    LinkedIn : [www.linkedin.com/in/zoya-baig](https://www.linkedin.com/in/zoya-baig)

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## WORK EXPERIENCE

### Hawk Holdings — Social Media Executive

Jun 2026 - Present

- Leading content planning, graphic design, video production, and campaign execution across social media platforms.
- Organizing employer branding campaigns and employee engagement activities to strengthen company culture.
- Collaborating with cross-functional teams to align marketing efforts with business objectives.
- Monitoring campaign performance and implemented data-driven improvements to maximize engagement.

### Global Impact Grid — Research Proposal Management Department

Sep 2025 - Present

- Contributing to research and proposal development for social impact and development initiatives funded by Erasmus+
- Assisting in drafting conceptnotes, funding proposals, and project documentation aligned with donor requirements.
- Conducting background research and compile data to support evidence-based program design.

### Humanity Alliance Organization — Research Intern

Sep 2025 - Nov 2025

- Conducted research on social development and humanitarian issues to support organizational projects.
- Contributed to drafting research briefs and background papers for awareness and advocacy initiatives.
- Participated in discussions on community development challenges and policyresponses.

### Character Building Society, NDU — President

Jan 2025 - Feb 2026

- Lead initiatives promoting leadership development, ethical values, and student engagement.
- Organized seminars, workshops, and capacity-building programs.
- Strengthened collaboration and participation across student communities.

### EmpowerMe Tech — Social Media Manager

Aug 2025 - Oct 2025

- Managed digitalpresence and contentstrategy to enhancebrand visibility and audience engagement.
- Designed posts, reels, and promotional campaignsusing Canva and social media tools.
- Evaluated engagement metrics to refineoutreach strategies and improve reach.
- Strengthened brand identity throughconsistent and targetedvisual storytelling.

### PentabyteX — Social Media s Brand CommunicationSpecialist

Oct 2025 - Dec 2025

- Developed and executed social media and brand communication strategies to strengthen digital presence.
- Created engaging content, visuals, and campaign messaging aligned with brand identity.
- Managed content calendars and ensured consistency across platforms.

### **Shaigan Pharmaceuticals — Digital Marketing Intern**

- Supported digital marketing campaigns to enhance product visibility and brand outreach.
  - Assisted in creating promotional content and social media posts aligned with marketing goals.
  - Conducted market and audience research to identify engagement trends and customer preferences.
  - Monitored campaign performance and compiled insights to improve marketing effectiveness.
  - Collaborated with the marketing team to maintain consistent brand messaging across platforms.
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## **PROJECTS AND INITIATIVES**

### **Defence Acquisition Management Course — Head Organizer**

**Dec 2025**

- Led planning and execution of a specialized course on defence procurement and strategic resource management.
- Coordinated with speakers, faculty, and participants to ensure academic quality and operational efficiency.
- Managed scheduling, logistics, and communication for successful program delivery.

### **Policy And Governance Engagement**

**July 2023 - Sep 2023**

- Conducted in-depth interviews with senior regulatory and legal officials to gather insights on governance challenges.
- Participated in public policy formulation sessions and strategic development discussions.

### **Academics Leadership Engagement**

**Feb 2022 - Feb 2026**

- Organized Model United Nations sessions fostering diplomatic dialogue and global awareness.
- Attended seminars on National and International Public Relations.
- Participated in leadership and motivation workshops to strengthen decision-making and organizational skills.

### **Community And Environmental Initiatives**

- Led plantation and cleanliness drives promoting environmental sustainability.
- Coordinated anti-narcotics awareness campaigns encouraging healthy lifestyles.
- Contributed to Green Youth Club initiatives supporting eco-friendly practices

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## **PUBLICATIONS**

### **International Policy Digest (2024)**

- Published articles on:
  - Issues arising in Afghanistan after U.S. withdrawal
  - Iran's nuclear quest and Middle Eastern power dynamics
  - How the Ukraine war aggravates global food insecurity

### **Links**

- <https://intpolicydigest.org/the-platform/issues-arising-in-afghanistan-after-u-s-withdrawal/>  
<https://intpolicydigest.org/theplatform/iran-s-nuclear-quest-and-the-unraveling-of-middle-eastern-power-dynamics/>
  - [https://intpolicydigest.org/the-platform/](https://intpolicydigest.org/the-platform/how-the-war-in-ukraine-aggravates-global-food-insecurity/) how-the-war-in-ukraine-aggravates-global-food-insecurity/
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### **HONOURS & ACHIEVEMENTS**

- President, Character Building Society, NDU
  - Director & Organizer of Model United Nations Conferences
  - Distinguished position — Kangaroo Linguistic Contest
  - Notable ranking— KEATS Contest
  - Gold Medalist— Cricket
  - Silver Medalist— Basketball
  - Certificate: Introduction to International Humanitarian Law
  - Participant: 17 SDGs Workshops(Buraaq Association)
  - Certified in Social Media Management (Khudmukhtaar.pk)
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## SKILLS

- Science Communication
- Content Writing & Editing
- Social Media Management
- Content Strategy
- Research Communication
- Canva
- Video Editing
- Newsletter Writing
- Proposal Writing
- Stakeholder Communication
- Microsoft Office Suite
- Project Coordination

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## EDUCATION

National Defence University, Islamabad

Bachelors in Strategic Studies