



ZOYA BAIG

Strategic Studies Graduate
Research & Communications Associate
Social Media Executive

Contact

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Education

Bachelor's in Strategic Studies
National Defence University
2022 – 2026

PROJECTS & INITIATIVES

- Defence Acquisition Management Course (DAM) – Head Organizer
- Policy & Governance Engagement
- Academic & Leadership Engagement
- Community & Environmental Initiatives

LEADERSHIP & ACHIEVEMENTS

- President, Character Building Society (2025–2026)
- Director & Organizer, Model United Nations Conferences
- Gold Medalist – Cricket
- Silver Medalist – Basketball

SKILLS

- Content Strategy & Planning
- Proposal Writing
- Policy Research
- Strategic Communication
- Microsoft Office Suite

About Me

Strategic Studies graduate with experience in social media management, policy research, proposal development, and student leadership. Skilled in content strategy, research writing, stakeholder engagement, and digital communications. Passionate about social impact, governance, and strategic communication.

Work Experience

Global Impact Grid Sep 2025 – Present
Research & Proposal Management Department

- Develop Erasmus+ concept notes and funding proposals
- Conduct policy and development research
- Support donor-compliant project documentation

Hawk Holdings June 2026 – Present
Social Media Executive

- Manage content planning and social media campaigns
- Create engaging visual and video content
- Monitor platform performance and audience engagement

PentabyteX Aug 2025 – Dec 2025
Social Media & Brand Communication Specialist

- Executed digital communication strategies
- Managed content calendars and brand consistency

EmpowerMe Tech Aug 2025 – Oct 2025
Social Media Manager

- Managed content strategy and brand growth
- Designed social media campaigns and visual content
- Analyzed engagement metrics and audience insights

PUBLICATIONS

International Policy Digest (2024)

- **Issues Arising in Afghanistan After U.S. Withdrawal**
(<https://intpolicydigest.org/the-platform/issues-arising-in-afghanistan-after-u-s-withdrawal>)
- **Iran's Nuclear Quest and Middle Eastern Power Dynamics**
(<https://intpolicydigest.org/theplatform/iran-s-nuclear-quest-and-the-unraveling-of-middleeastern-power-dynamics/>)
- **How the Ukraine War Aggravates Global Food Insecurity**
(<https://intpolicydigest.org/the-platform/how-the-war-in-ukraine-aggravates-global-foodinsecurity>)