# ZAINAB

## Personal Profile

I am a versatile business and technology professional, currently pursuing a BSc in Business Administration at Royal Holloway, University of London, and a Diploma in Full-Stack Development with AI & Machine Learning. I have hands-on experience in operations, business analytics, full-stack development, AI applications, and digital marketing, with a proven track record of delivering data-driven solutions and innovative projects.

Skilled in strategic thinking, project management, and cross-functional collaboration, I combine technical expertise with leadership and creative problem-solving to drive impactful results across business and technology initiatives. You can also visit my website for portfolio: **https://my-portfolio-xi-lilac-23.vercel.app/**

## Education

**Royal Holloway, University of London — BSc Business Administration** 2023 – Present (Distance Learning)
- Developing core strengths in strategic thinking, data-driven decision-making, project management, and digital marketing.
- Gained practical experience in global business frameworks, cross-cultural communication, and analytical problem-solving through coursework and team-based projects.

**Web Educatorz — Diploma in Full Stack Development with AI & Machine Learning** 2025 – 2026 (In Progress)
- Comprehensive training in frontend and backend technologies: HTML, CSS, JavaScript, React, Node.js, MongoDB, and SQL.
- Integrated machine learning modules with real-world projects, enabling the development of intelligent, data-centric web applications.
- Built and deployed secure, responsive full-stack systems with RESTful APIs and modern UI/UX principles.

**Roots Millennium Future World School** | 2018 – 2023
- A Levels: Business, Urdu, Sociology
- IGCSE: Core subjects including Physics, Chemistry, and Computer Science

## Professional Experience & Internships

**Meraki Matrix (Pvt.) Ltd. -** June 2025 – October 2025
**AI & Full-Stack Development Intern (Hybrid)**
- Contributed to the development of AI-driven and full-stack web applications using React.js, Node.js, MongoDB, Python, and modern development frameworks.
- Collaborated on technical and design-focused projects, ensuring seamless integration between backend logic and user interface design.
- Designed and implemented a smart analytics dashboard featuring predictive AI capabilities, combining machine learning logic with user-centered UI/UX principles.
- Demonstrated strong initiative, adaptability, and creative problem-solving in fast-paced, cross-functional environments.

**The Cartel Foods (Gloria Jean's Coffee) -** January 2024 – February 2025
**Operations & Business Analytics Intern**
- Supported operational decision-making through inventory analysis, sales performance tracking, and supplier evaluation.
- Utilized Excel, Google Workspace, and data visualization tools to generate actionable insights and performance dashboards.
- Applied business intelligence and demand forecasting techniques to improve operational efficiency and data accuracy.
- Assisted in process optimization initiatives aligned with organizational goals and growth strategies.

**Aura Active -** March 2025 – May 2025
**Operations & Business Analytics Intern**
- Analyzed operational data related to inventory management, sales trends, and supplier performance to support data-driven planning.
- Developed dashboards and reports for forecasting and workflow optimization using analytical and visualization tools.
- Applied business analytics concepts to enhance efficiency, accuracy, and strategic alignment across operations.
- Recognized for professionalism, adaptability, and analytical rigor in a results-driven environment.

**Pursue Today -** June 2025 - August 2025
**Full Stack Development Intern**
- Developed full-stack web applications using JavaScript, React, Node.js, and Python.
- Implemented CI/CD pipelines and automated deployments using DevOps tools.
- Worked on projects involving large language models (LLMs) and generative AI applications.
- Collaborated within agile teams to deliver scalable, production-ready solutions.

**Rising Tech Solutions -** August 2025 - Present
**Social Media Manager**
- Led strategic social media campaigns across LinkedIn, Instagram, and Facebook, driving measurable brand growth.
- Planned, created, scheduled, and optimized content to maximize engagement and reach.
- Monitored KPIs and collaborated with internal teams to improve digital presence and campaign effectiveness.

**ZainabEdu.com - Founder | Website Owner & Blogger**
- Manage and publish content for a mental health and fitness-focused blog.
- Utilize web analytics tools to track traffic, audience behavior, and content performance.
- Optimize content strategy based on SEO and data-driven insights.

**Digital Marketing Associate - Forever Living Products | YJ Network | GrowBiz | BizSkills**
- Built and managed teams in network and affiliate marketing initiatives.
- Planned and executed SEO-driven digital marketing campaigns across platforms.
- Developed content strategies and analyzed campaign data to drive growth and conversions.

## Projects

**Web & Full-Stack Development (React.js / JavaScript)**
- **Video Streaming Platform (Netflix/YouTube Clone):** Developed a responsive streaming interface featuring dynamic content rendering, modular components, and modern front-end architecture using JavaScript and React principles.
- **Personal Portfolio Website:** Designed and deployed a developer portfolio showcasing projects, skills, and GitHub repositories with clean UI and structured navigation.
- **To-Do List Application:** Built a task management application with filtering functionality to improve task organization and productivity.

**Game Development (Python / JavaScript)**
- **Random Number & Dice Game:** Implemented Python-based games utilizing randomization logic and user interaction handling.
- **Terminal-Based Python Games:** Developed interactive, command-line games focused on control flow, loops, and input validation.
- **Strategy Game (Dots and Boxes):** Created a logic-driven game emphasizing turn-based mechanics and scoring systems.

**Python Applications**
- **QR Code Generator:** Built a utility to generate scannable QR codes from user input, demonstrating file handling and external library integration.
- **Expense & Spending Tracker:** Developed applications to track, categorize, and analyze expenses, supporting personal budgeting and financial visualization.
- **Vocabulary Learning Application:** Created a language-learning tool focused on vocabulary practice and repetition-based learning.

**AI & Machine Learning Projects**
- **AI-Powered Resume Feedback Generator:** Designed an application that analyzes resumes and provides intelligent, structured feedback using LLM-based logic.
- **Conversational AI Agent:** Developed a chatbot capable of handling user queries through natural language processing techniques.
- **Autonomous Task-Driven AI Assistant:** Built an AI assistant prototype capable of executing predefined tasks autonomously based on user prompts and logic flows.

**Data Analytics & Insights**
- **Expense & Spending Analysis:** Analyzed financial data to identify spending patterns and trends using Python-based analytical workflows.
- **Website & User Behavior Analysis:** Conducted exploratory analysis on user interaction and traffic patterns to derive actionable insights.

**GitHub Portfolio - All projects are available on GitHub: github.com/zainab102**

## Certifications

**Computer Science & IT Foundations**
- CS101: Introduction to Computer Science I – Saylor.org
- Google IT Support Professional Certificate – Google
- Google IT Automation with Python Professional Certificate – Google
- Google Cybersecurity Professional Certificate – Google

**Programming, Data & AI**
- Google AI Essentials Specialization – Google Career Certificates
- Google Prompting Essentials Specialization – Google
- Google Data Analytics Professional Certificate – Google
- Google Advanced Data Analytics Professional Certificate – Google
- Google Business Intelligence Professional Certificate – Google

**Business & Project Management**
- Google Project Management: Professional Certificate – Google
- Google Digital Marketing & E-commerce Professional Certificate – Google

**Design & User Experience**
- Google UX Design Professional Certificate – Google
- Social Media Marketing, Graphic Designing, and Content Writing – Insiders

**Completed programs in Entrepreneurship, Digital Marketing, and Graphic Design (LUMS).**

## Community Service:

**Udaan Foundation (**January 2025 – November 2025)
**750+ Volunteer Hours**
- Volunteered extensively in community development initiatives focused on education, environmental awareness, and social welfare.
- Assisted in event coordination, community outreach, and awareness campaigns, supporting large-scale grassroots programs.
- Contributed to educational sessions and community engagement activities, working directly with participants and beneficiaries.
- Supported logistics management and administrative tasks, ensuring smooth execution of on-ground operations.
- Demonstrated dedication, reliability, and a positive attitude throughout long-term volunteer service.

**Community Volunteer — Education, Environment & Social Welfare** (School, & College)
**150+ Volunteer Hours**
- Participated in structured community service activities during academic years, contributing to education-based initiatives, environmental campaigns, and social welfare programs.
- Supported learning activities, awareness drives, and sustainability efforts across multiple institutions.
- Assisted in community outreach and event execution, collaborating effectively with peers and coordinators.
- Recognized for responsibility, teamwork, and consistent community engagement.

## Soft & Additional Skills

- **Creative Communication:** Storytelling, blog writing, social media content
- **Teamwork & Leadership:** Experience in student councils, NGOs, collaborative teams
- **Time Management & Multitasking:** Handling diverse tasks under pressure
- **Event Planning:** Organised academic and social events
- **Customer Service:** Hospitality and client-facing experience across sectors
- **Cross-Cultural Collaboration:** Worked with international teams and diverse audiences

## Technical & Programming Skills

- **Frontend Development:** HTML, CSS, JavaScript (Basics), React.js
- **Backend & Scripting:** Node.js, Python (Web, Automation), REST APIs
- **Databases:** SQL (MySQL, PostgreSQL), MongoDB, indexing & optimization basics
- **Version Control:** Git & GitHub
- **Cloud & DevOps:** Basics of AWS/Azure, Docker, CI/CD
- **AI & Machine Learning:** LLMs, Generative AI, prompt engineering, basic ML projects
- **Tools & Platforms:** VS Code, WordPress, Canva, Command Line

## Business & Analytical Skills

- **Project Management:** Agile workflow, task coordination, meeting deadlines
- **Digital Marketing:** Content strategy, SEO, branding, social media planning
- **Data Analysis:** Excel, Google Sheets, dashboards, trend analysis
- **Strategic Thinking:** Market research, business insights, solution-oriented approach
- **Global Business Awareness:** Understanding of international business ethics & operations

## Achievements & Affiliations

- **Pakistan National Geography Olympiad (2020):** Recognized at the national level for academic excellence and geographical knowledge.
- **Youth General Assembly (YGA):** Selected as Brand Ambassador, representing youth leadership and advocacy initiatives.
- **OED Pakistan – Member:** Contributed to literacy development and educational outreach initiatives.
- **Co-Ambassador, Rizq TMUC (2024–2025):** Leading hunger alleviation initiatives through awareness, fundraising, and volunteer campaigns.

## Leadership Roles & Activities

- **President, Social Media Department (2024–2025):** Led digital engagement & promotional strategies for institutional events & campaigns.
- **President, Civic Society (2023–2024):** Directed community service initiatives, welfare campaigns, and social awareness programs.
- **President, WWF Society (2022–2023):** Led environmental conservation campaigns and sustainability awareness drives.
- **Vice President, Media (2021–2022):** Managed media coverage, content coordination, and event documentation.
- **Vice President, Debating Society Pakistan (DSP):** Organized debate events and mentored junior members in public speaking and critical thinking.

## Recommendations

**Usman Asif Gaba**
**Programme Manager, Business Management & Social Sciences**
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**Aleem Atif**
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**Adeel Iftikhar**
**Chief Executive Officer**
The Cartel Foods (Gloria Jean's Coffees – Franchise Owner)
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## Contact

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