

ROLL NUMBER: P2201008



Ms. Zakiya Shamshuddin
Mulla
Female

DOB

08-Jul-2004

TECHNICAL SKILLS

- SQL(Queries and Joins)
- Python
- Excel (Dashboards; Data analytics; pivot charts)
- Strategic Generative AI Research
- MS Project
- Ms office
- PowerBi
- Adobe Photoshop and illustrator

PERMANENT ADDRESS

A-403 Mithras Park ,Near Shivar Chowk, Pimple Saudagar
City: Pune
State: Maharashtra
Pincode: 411027

LANGUAGE

- English
- Hindi
- Marathi

INTERESTS

- sketching
- painting
- singing
- travelling
- learning new languages

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-NBS	NICMAR University, Pune	9.77	2027
BBA <i>General</i>	NICMAR UNIVERSITY	92.34	2025-Apr
Intermediate <i>Science (PCM)</i>	CBSE	80.4	2022-Jul
High School	CBSE	85.2	2020-Jul

INTERNSHIP / PROFESSIONAL TRAINING (Total Duration: 23 Weeks)

Econstruct Design and Build Private Limited

04-May-2026 - 30-Jun-2026

8 Weeks

PROFILE: Project Management Intern

Market Research & Feasibility Analysis

- **Commercial Feasibility:** Conducted deep-dive financial and institutional feasibility studies for large-scale township developments.
- **Competitor Benchmarking:** Evaluated market competitors to analyze pricing strategies, supply chain models, and product positioning.
- **Strategic Growth Mapping:** Identified high-potential market opportunities across eco-tourism and wellness hospitality sectors.

Business Systems & Digital Automation

- **ERP System Evaluation:** Benchmarked Odoo and ERPNext platforms to automate supply chain and distribution channel operations.
- **Process Automation:** Modeled automated workflows covering batch tracking, reorder rules, and B2B dealer management.

Business Development & Client Relations

- **High-Stakes Pitching:** Partnered with cross-functional teams to present high-impact pitch decks directly to corporate clients.
- **Consultative Communication:** Created structured negotiation scripts and conducted mock trials to refine advanced objection-handling.

Marketing & Brand Strategy

- **Collateral Design:** Designed premium commercial brochures leveraging Canva to optimize layout composition and visual hierarchy.
- **Targeted Communication:** Tailored specialized promotional content to engage both technical stakeholders and general consumers.
- **Creative Copywriting:** Conceptualized original branding slogans and taglines from scratch to drive product market awareness.

Project Management & Controls

- **Project Lifecycle Planning:** Formulated structured project frameworks spanning concept inception through to final operational closure.
- **Performance Monitoring:** Established tracking systems using Earned Value Management (EVM) and Red-Amber-Green (RAG) metrics.

UNIVERSITY OF ILLINOIS

18-May-2025 - 18-Jul-2025

8 Weeks

PROFILE: FINANCIAL ACCOUNTING WORK THROUGH COURSERA

- Through the completion of courses under the **Financial Management Specialization, Financial Analysis :Skills for Success Specialization, and associated guided projects**, I have built a strong foundation in accounting, investment analysis, corporate finance, and business process management.
- These courses have not only deepened my technical **understanding of financial statements**, valuation, and risk assessment, but also enhanced my practical skills through hands-on Excel applications, forecasting, and scenario analysis.
- The guided projects from this course have solidified the concepts allowing me to apply the theoretical knowledge to practical analysis to produce implications.
- Learning about the importance of ethics and real-world business scenarios has helped me identify challenges and draw insights about the performance from them.

SRV MEDIA PVT. LTD

06-May-2024 - 28-Jun-2024

7 Weeks

PROFILE: DIGITAL MARKETING - INTERN

- As a digital marketing intern, I was responsible for drafting **content for advertising** based on clients requirements. Different Software were learned and used for **nurturing content** on different platforms like WhatsApp, email and SMS.
- **Cleaning the data and reporting of daily campaigns** required to excel sheet Skills and shortcuts.
- **Extensive research work** to draft a Foundation for **content creation** on a new program or concept.
- **Analyzing the trends** of previous campaigns with variables click rates, geography based performance , gave an idea what time the nurturing should be done. This helped the in further decision making

CERTIFICATION DETAIL

- Lean Six Sigma Green Belt Certification Programme by KPMG
- Investment Risk Management
- Create a Financial Statement using Microsoft Excel
- Business Analysis & Process Management
- Financial Management
- Financial Analysis - Skills for Success

ACHIEVEMENT DETAIL

ON CAMPUS EVENTS:

- Gold Medalist as Top ranker in Bachelors in Business Administration (BBA)
- Recipient of the **Merit Scholarship Certificate** (Semesters 1, 3, 4, 5, 6) and the **Commendable Assistant Grant Scholarship** (Semesters 7, 8, 9) for the IMBA batch (2022–27).
- ICCRIP 2023: Served on the General Management Committee to orchestrate event logistics, streamline guest registration flow, and resolve critical technical issues during paper presentations to ensure seamless operations
- ICCRIP 2026: Responsible for anchoring and managing the event of doctorals colloquium.
- Coordinated event logistics for NLPGRS 2026 as an official anchor, managing presentation schedules and time allocations for academic papers while maintaining auditorium decorum and resolving technical issues
- Achievements in Non-academic activities :2nd position in 'swinging through ages' group singing competition and sustainable Ganpati model making competition.

- Active role of a class representative for 3 years from 2022 to 2025: Conflict resolution and problem solving , encouraging classmate to participate in events and activities, Circulating information to the classmates and more.

Community service in: ORIEARTH NATURE FOUNDATION**Duration of the internship:** 02/07/2023 to 11/09/2023 (approx. 10 weeks)**Location:** Maharashtra**Roles and responsibility:**

Developed interactive, curriculum-aligned presentations for Oriearth Nature Foundation (Grades 7–12), structuring complex environmental topics into teacher-friendly, highly engaging modules. By embedding peer-collaboration prompts and parent-inclusive activities, I successfully fostered creative student brainstorming and innovative thinking. Additionally, I applied creative copywriting skills to author original slogans from scratch, driving campus-wide awareness via institutional notice boards.

Social Immersion program**Location: NISARGAMITRA FARMS in Badlapur district, Pune**

Program allowed me to connect directly with the farm life and understand the value of regenerative agriculture. These techniques have focus on the organic, multilayer and the food forest models. The farm emphasizes biodiversity, ecological balance and soil health which creates a live example of how farming can harmonize with nature. The experienced had helped me to validate my belief about the importance of Nature as it is and for the Human existence.