Zoya Ahmad
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EDUCATION

SDA Bocconi Asia Center, Mumbai - *International Master in Business* - YEAR 2024
SRM Institute of Science and Technology, Chennai - *Bachelor of Technology Degree* - YEAR 2022
St. Agnes' Loreto Day School, Lucknow - *XII* - YEAR 2018
St. Agnes' Loreto Day School, Lucknow - *X* - YEAR 2016

INTERNSHIP EXPERIENCE

FloBiz, *SEO Marketing Intern* - Marketing   Mar 2023 - May 2023
- Improved website ranking to **5 from 23** through **on-page optimization, internal linking, metadata & keyword usage**
- Identified and corrected over **50+** SEO errors using **Google Search Console** & analyzed **4** competitor's SEO strategies
- Analyzed website customer journey, fixed more than **10** broken links (internal & external), and **decreased dropouts**

Zee Entertainment Enterprise Ltd., *Network Marketing Intern* - Marketing   Sep 2022 - Jan 2023
- Analyzed viewership data of **20M** people across **demographics** (age, gender, location, etc.)
- Created and presented **7 social media campaign ideas** and monitored the platform for trends & feedback
- Developed **5 promotional presentations** and conducted competitor marketing and digital content research

Highradius, *Summer Intern* - Business   Jun 2021 - Jul 2021
- Participated in **7+** cross-functional team-building activities
- **Generated reports** detailing **findings** and **recommendations**
- Gathered, organized and input information into a digital database

Outency Media, *Business Development Executive* - Sales   Mar 2021 - Jun 2021
- Implemented value-added strategies to increase the company's **top-line revenue** by **$50K**
- Identified and **pursued** profitable over **50** business opportunities
- Created **strategic and tactical sales initiatives** to achieve key objectives

ADDITIONAL INFORMATION

Positions of Responsibility
- Marketing & Sponsorship Lead at TEDxUBocconi, Mumbai (2022)
- Technical Associate & Management at Google's Developer Student Club, Chennai (2021)
- Campus Ambassador at Coding Ninjas, Coding Blocks, Techgig (2020)
- Captain at St. Agnes' Loreto Day School, Lucknow (2016 - 2018)

Awards & Recognition
- Finalists in "HRWiz - Case Study Competition" organized by IMT Ghaziabad - Top 8 out of 200 teams (2022)
- 1st Runner-up in "Battle of Minds 3.0" organized by NMIMS, Mumbai (2022)
- "Best Paper" Award for "Stablecoins: The Next Big Thing in E-Commerce" at ICRITICC'21 (2021)
- Microsoft Technical Associate: Security Fundamentals (2021)

Certifications
- Branding Foundations by LinkedIn (2023)
- Create a Brand Strategy by LinkedIn (2023)
- Digital Marketing Tools: Create a Marketing Campaign from Start to Finish by LinkedIn (2023)
- SEO: Keyword Strategy by LinkedIn (2023)
- SEO Foundations by LinkedIn (2023)
- Lean Six Sigma Green Belt Certification by Green Thorton (2022)

Research Paper and Publications
- Stablecoins: The Next Big Thing in E-Commerce at ISJCRESM (2021)
- Semantic Web - The Creator of Web Stores at IJARSCT (2021)
- Augmented Analytics: The Future of Business Intelligence at Mantech Publications (2020)
- Data Analytics Solution in Banking at CSI (2020)

Volunteer
- Milli Foundation (2022)
- Swapna Foundation (2021)

Languages
- English, Hindi, French (A1)

Interests
- Singing, Playing Keyboard, Cooking, Painting, Reading, Listening to Music