

ZARAH ZUBIN IRANI

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EDUCATION

THE UNIVERSITY OF IOWA

Master of Science, Business Analytics

Iowa City, Iowa
05/2026

- STEM-Designated Degree

LAHORE UNIVERSITY OF MANAGEMENT SCIENCES

BSC, Management Science

Lahore, Pakistan
06/2023

- Graduated with Distinction, CGPA 3.76, Dean's Honor Roll (2020-2023)

TECHNICAL SKILLS

Tools and Frameworks: Python, SQL, R, Excel, Oracle APEX

Techniques: Simulation Modeling, Forecasting, Data Modeling, Regression, Clustering, Correlation Analysis, Association Rule Mining, Statistical Testing (Chi-Square, ANOVA), Segmentation, Optimization, Data Visualization

Projects:

Educational Data Analytics – Punjab Public Schools

- Cleaned and prepared 52K+ census records in R, applying clustering, regression trees, correlation, and association rule mining to evaluate enrollment drivers
- Visualized literacy and retention patterns, and recommended strategies for improvement

Analysis of Consumer Biases in Green Marketing

- Designed and executed surveys, focus group and interviews to aggregate Gen Z and Millennial insights
- Conducted multivariate regression and correlation in SPSS to assess the impact of cognitive biases on purchase behavior
- Developed strategies that optimize framing and consumer engagement

WORK EXPERIENCE

UNIVERSITY OF IOWA

Operations Management & Information System Teaching Assistant

Iowa City, IA
08/2025 – Present

- Led weekly sessions for 100+ students, presented applied cases, and strengthened problem-solving through discussions
- Assessed quizzes/assignments and delivered targeted feedback that improved learning outcomes

HABIB BANK LIMITED

Consumer Department Management Trainee

Karachi, Pakistan
07/2023 – 07/2025

- Designed and implemented the first "Women for Women Sales Campaign," empowering 200 female relationship managers and achieving 15% increase in female customer acquisition
- Strategized and facilitated stakeholder collaborations for Visa's She's Next 2025 program, enhancing reach and empowering women entrepreneurial growth
- Led multi-channel marketing campaign with Toyota, maximizing brand engagement through innovative messaging and coordinated rollouts across TikTok, YouTube, Facebook, ATMs, branches, and digital platforms

CHEVRON PAKISTAN LUBRICANTS

Marketing Intern

Karachi, Pakistan
06/2022 – 07/2022

- Managed brand activation at Pakistan Auto Show 2022 to increase brand visibility
- Evaluated Uber campaign feedback using Excel, streamlining the process and devising insights that improved ROI by 12%

ACTIVITIES & LEADERSHIP EXPERIENCE

HARMONY IN HELPING HANDS

Community Engagement and Fundraising Volunteer

Karachi, Pakistan
01/2010 – 06/2025

- Organized and performed at fundraising events raising \$191K+ for Indus Hospital and LRBT's free healthcare services

RIAYAT LUMS CHAPTER

Assistant Director of External Relations and Publications

Lahore, Pakistan
08/2021 – 05/2022

- Spearheaded donation and engagement drives, supporting 500+ underserved individuals and boosting contributions by 17%

ADDITIONAL INFORMATION

- **Languages:** Fluent in English, Urdu, Gujarati; Conversational in French (DELTA A1 Certified)
- **Interests:** Piano Performance, Travel and Culinary Exploration, Community Volunteering