

Kaynait Zafar

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Education

2021, CUNY New York City College of Technology, B.S. in Business and Technology of Fashion

Certification: Certification in Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Curriculum, Spring 2021

Relevant Professional Experience

Jetzy: Travel Like A Local / Digital Marketing Trainee Unpaid Intern

May 2021 - PRESENT

- Develop digital and social media campaigns for the promotion of Jetzy
- Help to develop viral and buzz marketing strategies to generate brand awareness Assist in the creation of email campaigns and online promotion
- Knowledge of Twitter, Facebook, Instagram, LinkedIn and analyzing data from these platforms
- Find relevant travel, lifestyle, food, fashion & other similar forums, blogs, and interest groups to post about Jetzy Assist in the distribution or delivery of marketing materials
- Assist with fulfillment of marketing offers
- Create, schedule, and share event advertisement
- Share company photos, posts, videos on different online platforms

Luxe Kurves Magazine / Fashion Contributor Unpaid Intern

May 2021 - PRESENT

- Responsible for attending apparel and accessories markets and trade shows (Must get approval from Editor-in-Chief prior).
 - Writing fashion reviews, short fashion features and web trend stories.
 - Research new ideas for weekly site content through site to site analysis and multimedia outlets.
 - Write and submit four (3) articles per month for publication.
 - Identify and submit high-quality graphics and pictures to be published with fashion articles.
 - Stay informed of current and upcoming fashion trends.
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Other Work Experience

Zerega Shaheen Grocery INC. / Employee

October 2010 - March 2013, Westchester Square, NY

- A family owned store where I shifted between handling the cash register, cleaning, and picking up deliveries. Task: Cashier & Stacking and Arrangements

Workshops for Professional Development

- Attended, Advancing Library Research Techniques with Professor Berger and Leonard, CUNY New York City College of Technology, Zoom, Tuesday, March 9, 2021 4:00pm - 5:00pm
- Attended, Drugs & Alcohol Abuse, CUNY New York City College of Technology, Zoom, Thursday, March 4, 2021 1:00pm - 2:00pm
- Attended, Designing Course Materials so students can find information easily with Professors Justine Pawlukewicz and Nazanin Munroe with Dr. Karen Lundstrom, CUNY New York City College of Technology, Zoom, Monday, February 8, 2021 4:00pm - 4:30pm

Civic Engagement

SOBRO Program / High School Archimedes Academy for Math, Science, & Technology

September 2015 - June 2016

- Helped Freshman and Sophomore with homework and exams
- Did activities such as played sports, workouts, study time, and etc

Community Service / High School Archimedes Academy for Math, Science, & Technology

February 2014 - June 2015

- Helped with grading exams

Activities

- Social Media: Facebook, Instagram, TikTok, Snapchat, YouTube, Pinterest
- Tech Skills: Fashion Snoop Database, Microsoft Office Proficient, Google Docs & Slides

Language

- Working knowledge of Urdu foreign skills
- Working knowledge of Hindi foreign skills