

# ZABEER AZAM

Chicago, IL 60607 | (630)-229-4222 | azamzabeer@gmail.com | LinkedIn ID: zabeer-azam-870567334

---

My name is Zabeer Azam. I am a Marketing major at the University of Illinois Chicago, specializing in Data-Driven Marketing. Previously, I pursued Fine Arts at the College of DuPage, but my passion for creativity—combined with hands-on experience in a small business—led me to pivot to marketing. Now, I am eager to apply both my analytical and creative skills to help businesses make strategic decisions. I would be grateful to have the opportunity to bring this unique perspective to your team as an intern.

---

## EDUCATION

### University of Illinois Chicago | College of Business Administration

*Bachelor of Marketing / Concentration in Data Driven Marketing/ GPA: 3.56*

*September 2024 – May 2026*

- **Relevant Coursework:** Quantitative Marketing, Consumer Behavior, Managerial Accounting, Branding, Market Research, Intro to Organizations, Business Calculus, Business Communication

### College of DuPage | (Transferred out)

*Bachelor of Marketing / Switched from Bachelor of Fine Arts/ GPA: 3.70*

*September 2021 - May 2024*

- **Relevant Coursework:** Financial Accounting, Computer Systems, Microeconomics, Macroeconomics, Finite Mathematics, Introduction to Marketing, Drawing, Art and Nature
- 

## WORK EXPERIENCE

### Arts on Fire – Fox Valley | Naperville, Illinois

*Sales Associate / Pottery Instructor*

*May 2022 - September 2024*

- **Developed and executed product merchandising strategies**, boosting visibility and contributing to a 10% sales increase.
- **Instructed and guided customers through pottery projects**, fostering creativity and ensuring a memorable experience by providing personalized advice and support.
- **Assisted in store marketing initiatives**, including creating in-store signage, promoting special events, and designing visually appealing displays to attract and retain customers.
- **Oversaw and organized shipments**, ensuring accurate inventory tracking, timely stocking of products, and maintaining a well-organized backroom to support operational efficiency.

### Freelance | Naperville, Illinois

*Elderly Caretaker*

*October 2021 - June 2023*

- **Provided compassionate companionship**, engaging clients in meaningful conversations, recreational activities, and emotional support to improve their overall wellbeing and quality of life.
  - **Maintained a clean and organized living space**, performing housekeeping tasks such as laundry, gardening, dusting, and sanitizing to promote a healthy and welcoming home.
- 

## LEADERSHIP

### SPECTRUM | UIC Mental Health and Identity Affinity Group

*Vice President*

*October 2024 - Current*

- **Used graphic design tools (e.g. Canva, Adobe Spark) to create visually engaging promotional materials**, including posters, flyers, email newsletters, and digital assets to capture attention and communicate event details clearly.
  - **Conducted program evaluations**, analyzing data to assess the effectiveness of events and initiatives, and using insights to inform future planning.
  - **Led community outreach efforts**, building personal relationships with students, faculty, and external organizations to expand SPECTRUM's network and impact.
- 

## SKILLS

- **Computer:** Adobe Creative Suit, Adobe Analytics, Microsoft Office Certified
- **Marketing Skills:** Data-Driven Decision Making, A/B Testing, Visual Art, (Digital Art and Design), Brand Marketing, Social Media Marketing (Instagram, Twitter, Depop, Etsy), Market Research, Brand Strategy, Brainstorming
- **Soft Skills:** Communication, Creativity, Attention to Detail, Customer Service