

# Fatima Zehra Shaikh

+1(650) 642-0275 | [fatimazehra.shaikh@sjsu.edu](mailto:fatimazehra.shaikh@sjsu.edu) | [linkedin.com/in/fatimazehra-shaikh/](https://linkedin.com/in/fatimazehra-shaikh/)

Interested in Summer/ Fall 2026 Internships

---

## EDUCATION

### De Anza College

Associate in Science Transfer, Business Administration

Cupertino, CA

Aug 2023 - Jun 2025

### San Jose State University

Junior, Bachelor of Business Administration, Management Information Systems (GPA: 3.95)

Expected May 2027

- Relevant Coursework: Global Dimensions in Business (**Market Entry & Risk Analysis Project**)

---

## AWARDS

### 1st Place, Shark Tank Simulated Business Competition

Cupertino, CA

*Phi Beta Lambda, Future Business Leaders of America*

Apr 2025

- Delivered a **4-minute product pitch** to judges from Facebook and Cisco, achieving the **highest valuation among 50 participants**.
- Led a team of **5** to translate the prompt into a differentiated market-driven AI solution within **60 minutes**.

---

## WORK EXPERIENCE

### Transportation Solutions

San Jose, CA

*San Jose State University*

Jan 2026 - Present

- Coordinated **transportation planning** for **30–35 students weekly**, promoting the use of public transit.
- **Liaised** with external transportation partners (**VTA, Caltrain, ACE**) to process applications, resolve exceptions, and ensure accurate service execution for student discounts.

### Marketing Consultant

San Jose, CA

*Cohesity*

Sep 2025 - Dec 2025

- Conducted **SWOT analyses** of **5+ B2B SaaS competitors**, **identified marketing KPIs** by analyzing consumer feedback to refine company positioning for new graduates and early career talent personas.
- Translated research into **10+ actionable recommendations**, with the main focus on **GTM planning** by impression and engagement data.
- Analyzed event engagement data to identify user patterns and potential **product integration** opportunities.

### Public Relations Officer, Marketing Committee

Cupertino, CA

*De Anza Student Government, De Anza College*

Jun 2024 - Jun 2025

- Managed a **\$9,300 marketing budget**, allocating to event-based campaigns and promotional items, which helped to exceed the engagement objective by **133% across 2 events**.
- **Built quarterly project timelines** with defined milestone phases to align marketing efforts across multiple committee marketing requests.
- **Identified information gap** with the student population and recognized Canvas as a common platform, creating a Canvas module for students with committee information, contacts, event updates, and calendar.

### Operations Assistant

Cupertino, CA

*Office of College Life, De Anza College*

May 2024 - Jul 2025

- Supported large-scale campus operations of the **\$300,000 annual De Anza Flea Market**; **reviewed vendor applications**, processed payments, and analyzed monthly statistics to track revenue performance.
- Managed **15-20 weekly facility reservations** using 25Live, ensuring accuracy, prioritization, and on-time execution across multiple stakeholders.

---

## SKILLS

**Project Management:** Timeline Coordination, Project Tracking, Cross-Functional Collaboration, Adaptable to New Projects, Multitasking, Active Communication with Team, Process Improvement, Task Prioritization

**Research and Analytics:** Evidence-Based Decision Support, KPI Tracking, Website Updates, Competitor and Market Research, SWOT Analysis, Data-Driven Recommendations, Mock Posts, Tailored Pillars, Email Marketing

**Technology Literacy:** Microsoft Suite (Excel, PowerPoint, Word), Google Workspace, Slack, Canva, Marketspread, Mailchimp, Modern Campus CMS, Asana