

ZAINAB MAGAJI BALA

Research • Digital Content • Data & Communication

Kano State, Nigeria | 09036478770 | magajizainab59@gmail.com

PROFESSIONAL PROFILE

B.Sc. Physiology graduate with experience in primary healthcare, community engagement, research, data collection, documentation and health education. Also trained in affiliate marketing and healthcare team leadership, with practical skills in content creation, social media, Canva, Microsoft Office and research. Strong communicator, detail-oriented and comfortable learning new digital tools and working independently or as part of a team.

CORE SKILLS

Research & Data Collection • Data Analysis & Interpretation • Content Creation • Affiliate Marketing • Social Media • Microsoft Office & Excel • Canva (Basic) • Report Writing • Documentation • Communication • Community Engagement • Teamwork • Attention to Detail

PROFESSIONAL EXPERIENCE

NYSC Corps Member – Primary Health Care Centre, Kano State | 2026–Present

- Support healthcare professionals in delivering quality primary healthcare services.
- Measure, record and document patient information and vital signs accurately.
- Provide health education and support health-promotion activities.
- Maintain accurate and confidential records and documentation.
- Participate in community outreach, immunization support and other health activities.

SIWES Intern – Sonobeam Diagnostic Centre

- Supported specimen collection, handling and basic laboratory activities.
- Maintained accurate records and documentation while following safety and quality procedures.
- Supported routine laboratory activities and worked carefully with health-related information.

DIGITAL & MARKETING EXPERIENCE

- Affiliate Marketing for Beginners (2023): foundational training in online marketing, digital promotion and audience-focused content.
- Content Creation & Social Media: experience developing and presenting digital content using social platforms and basic Canva.
- Digital Learning: ongoing development of practical skills with AI and other digital productivity tools for research, content ideation and information organization.

RESEARCH PROJECT

Assessment of Body Mass Index in Relation to Age Among People Living with Diabetes – Murtala Muhammad Specialist Hospital, Kano State

Conducted data collection, anthropometric assessment, statistical analysis, interpretation of findings and report writing. Developed skills in quantitative reasoning, evidence review, data interpretation and presenting findings clearly.

EDUCATION

B.Sc. Physiology – Northwest University, Kano | 2025

SSCE – Sunrise Academy, Kano | 2019

FSLC – Yandutse Nursery & Primary School | 2012

CERTIFICATIONS & TRAINING

- UNICEF Agora – Infant and Young Child Feeding in Emergencies (IYCF-E) | 2026
- Advanced Certificate in Healthcare Team Leadership and Supervision | 2026
- HIPAA Compliance Training Program | 2026
- HP LIFE – Customer Experience for Business Success | 2026
- Affiliate Marketing for Beginners | 2023

VOLUNTEER EXPERIENCE

Participated in community health outreach, health education, health screening and health-promotion activities.

REFERENCES

Available upon request.