AREESHA TARIQ KHAN

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Education

University of Engineering and Technology, Taxila Sept 2021 - July 2025
Bachelor's in software engineering – CGPA: 3.54
Courses: OOP, Data Structures and Algorithms, Programming Fundamentals

FSC Pre Engineering Sept 2019 – Aug 2021
Marks: 1079/1100
Courses: English, Mathematics, Physics, Chemistry

Skills

Languages: C++, Python (Intermediate), Java, HTML, CSS, JavaScript (Intermediate)
Technologies: Machine Learning
Additional Skills: Illustrator, Leadership, Communication, Social Media Handling, Teamwork

Experience

Digital Marketer | Rawaan Pakistan April 2023 – Sept 2023
- I have successfully developed and implemented marketing strategies to promote and drive its growth.
- I have actively pursued collaborations with various individuals and stakeholders.

Digital Marketing Manager | Kalmak Sept 2022 – March 2023
- I successfully developed and implemented innovative strategies to enhance its presence and engage with target audiences.
- I managed various social media platforms, crafting compelling posts, and analyzing performance metrics to optimize campaign effectiveness.

Leadership

Lead | Kalmak Sept 2022 – March 2023
During my six-month tenure, I had the privilege of leading a startup team while simultaneously taking on the role of a marketer. As the leader, I fostered a collaborative and productive environment, ensuring team cohesion and motivation. I assigned roles and responsibilities based on individual strengths, optimizing productivity and achieving milestones.

Campus Ambassador| MCN Aug 2023-Dec2023
With strong communication skills and a passion for social change, guided fellow participants through fellowship-related tasks and programs, providing valuable insights

Project

Secure Scope| Google Solution Challenge
Developed a website to protect people from cyber threats as part of a Google Solution Challenge project.