

# Ayesha Abdullah

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## Career Objective

Versatile and motivated BS Software Engineering student with expertise in web development, digital marketing, and graphic design. Skilled at delivering high-quality projects through freelancing, certifications, and real-world experience. Seeking an entry-level opportunity to apply my technical expertise, creative mindset, and problem-solving skills in a professional environment.

## Core Skills

- Web Development: React.js, Node.js, MongoDB, Express.js
- UI/UX Design: Figma, Adobe Photoshop
- Graphic Design: Logo Design, Social Media Creatives, Branding
- Digital Marketing: Social Media Campaigns, SEO Basics, Content Strategy
- Technical: Diploma in C.I.T, Database Management, Process Optimization
- Soft Skills: Communication, Teamwork, Problem-Solving, Client Handling

## Professional Experience

- Call Executive (Remote)

Golab Citizenship Solutions — (3 Months)

- Handled inbound/outbound calls, resolved client queries, and provided detailed service information.

- Maintained accurate CRM records and ensured excellent customer satisfaction.

- Freelancer (2023 – Present)

- Delivered web development, graphic design, and marketing projects for local and international clients.

- Managed full project lifecycle from requirements to delivery, ensuring client satisfaction.

## Projects & Training

- To-Do Application (Hackathon – Saylani Welfare, 2024) – Built a responsive full-stack task manager with authentication and real-time updates.
- Hospital Management System (2024) – Developed a terminal-based system for patient records, appointments, and admin tools.
- E-Commerce Shopping Website (2024) – Created a responsive online store with product catalog, shopping cart, and authentication.
- Digital Marketing Campaigns (Zaka Marketing Agency – 2023) – Designed and executed campaigns for healthcare, retail, and legal sectors.

## Education

BS Software Engineering (6th Semester) – Sindh Madressatul Islam University (2022 – Present)

Diploma in C.I.T – Government Polytechnic Institute for Women (Completed)

## Certifications

- Web Development Certification – Saylani Welfare Mass IT Training (2024)
- Digital Marketing Certification – Zaka Marketing Agency (2023)
- Graphic Designing Certification – (Completed)

## Achievements

- Hackathon finalist & project showcase at Saylani Welfare.
- Managed multiple freelance projects combining creative & technical skills.
- Developed strong expertise across design, marketing, and development in a short span.