

FATIMA SHAFIQUE

 Fatimashafiq00@gmail.com  +92-300-2503964  [Linkedin.com/in/fatimashafique](https://www.linkedin.com/in/fatimashafique)  Karachi, Pakistan

EDUCATION

BE ELECTRICAL ENGINEERING

NATIONAL UNIVERSITY OF SCIENCES AND TECHNOLOGY | Sep 2018 – Jun 2022

- Projects: Design and Development of a Low-Res 3D Printer (Final Year Project), Road Surface Segmentation System (Machine Learning), Automated Light Control Using Motion Sensors (Microprocessor Systems).

EXPERIENCE

FOODPANDA

OPERATIONS INTERN | SHARED KITCHENS & CONCEPTS

Jul 2021 – Sep 2021

- Developed frameworks to improve vendor performance, resulting in prep-time decreasing by 48% and ratings on average improving by 16%.
- Utilized Google Data Studio, MS Excel and Tableau to identify patterns and trends in vendor performance, analyse and evaluate it against weekly and monthly KPIs, and visualize and communicate insights to internal team and vendors.
- Ideated an employee branding initiative revolving around incorporating VR technology in the hiring & on-boarding process that won the Summer Pandaship EB Competition 2021.

NUST AIRWORKS

Pakistan's foremost drone manufacturing student team. Annual competitors in the UK's IMechE UAS Challenge. Grand Champions of 2019 and Runner Up 2021, out of 35 international competing teams.

ADMINISTRATIVE MANAGER

Sep 2021 – Present

TEAM LEAD

Sep 2020 – Aug 2021

MARKETING & COMMUNICATIONS EXECUTIVE, AVIONICS MEMBER

Sep 2018 – Aug 2020

- Directed a cross-functional team of 52 members across a 9-month project cycle to design, manufacture, and test autonomous unmanned aerial vehicles (UAVs /drones).
- Spearheaded social media and outreach campaigns for an online audience of 18,000+ across 4 platforms, leading to Facebook, Instagram and LinkedIn followership increasing by 20%, 45%, and 203% respectively.
- Researched and tested custom UAV firmware development.
- Secured technical and monetary sponsorships worth PKR 2,500,000.

ASTERA SOFTWARE

CAMPUS AMBASSADOR (Winner of Top Performer Award)

Feb 2021 – Jul 2021

- Surveyed 300+ undergraduates across Pakistan to analyze student preferences and utilized those findings to strategize Astera's Graduate Trainee Program 2021 targeting 18 universities.
- Coordinated with HR to execute and promote the Astera Data Integration Bootcamp 2021.

AWARDS & CERTIFICATIONS

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

Coursera | In Progress: 3 out of 8 courses completed

RECTOR'S HIGH ACHIEVER'S AWARD

National University of Sciences & Technology | Aug 2020

BUSINESS PROPOSITION AWARD & MEDIA ENGAGEMENT AWARD

IMechE UAS Challenge | Jun 2019

SKILLS

Languages:

- SQL
- Python
- C++

Soft Skills:

- Leadership
- Team Building
- Communication
- Mentoring

Data Analysis:

- MS Excel
- Google Data Studio
- Tableau
- RDBMS (MySQL)
- Data Visualization
- Project Management
- Conflict Resolution
- Public Speaking
- Problem Solving