Muhammad Aneeb Ur Rehman

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SUMMARY

I'm a driven and adaptable Computer Science student with three years of hands-on experience in Native Advertising. Known for a solution-focused mindset, I'm always eager to explore new ideas and tackle challenges. I thrive in collaborative settings and communicate effectively with both technical and non-technical teams. Quick to learn and flexible in dynamic environments, I'm ready to take on new opportunities and contribute meaningfully.

EDUCATION

FAST NUCES   Lahore, PU
Bachelor of Computer Science   Expected June 2026
Major in Computer Science
Cumulative GPA: 2.92/4.0
Relevant Coursework: ; Operating Systems; Algorithms; Software Design And Analysis; Databases

WORK EXPERIENCE

FrontStory (Digital Marketing Agency)   Lahore, PU
PPC Campaign Analyst   Sep 2021 – Sep 2024
- Successfully created, managed and optimized campaigns with Skynet, a purpose built in-house tool.
- Used catchy ad copy and images, resulting in a high CTR.
- Generated over $400,000 in revenue, with over 125% ROI.
- Achieved KPI targets set by senior managers, with exceptional results.
- Successfully led and managed a small team for a short period of time, demonstrating strong leadership skills.

UNIVERSITY PROJECTS

SpotiFlopy - Python   Oct 2024
- A small tool that lets you download full playlists or liked songs from Spotify.
- Searches songs on YouTube, then downloads the best match, with highest quality.

Hive - Django, HTML, CSS   Sep - Nov 2024
- Created a chat-app where users can communicate in real-time inside a 'Hive'.
- Uses Channels and Sockets to enable real-time communication.
- Allows users to send messages, files, photos, and play games and even music!

AI Web Scraper - Python, OpenAI API   Oct 2024
- Developed an AI Scraper that scrapes data off of the site listed.
- Uses AI to grab useful data out from the HTML content.

StoryBooks Project - Node.js, TailwindCSS   Jun 2024
- Developed a basic CRUD Application using Node.js, styled with TailwindCSS.

SKILLS

Technical Skills: Advanced in SQL, Python, Javascript, HTML/CSS; Proficient in C/C++, Python
Advertising Skills: Native Advertising, Campaign Management & Optimization
Languages: Fluent in English, Urdu
Soft Skills: Communication, Problem Solving, Teamwork, Creativity