

# JENNIEFER FARHAN

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## Education

Assam Engineering College, Guwahati, India

Bachelor of Engineering – Electrical Engineering, GPA: 8.3/10, 2020

Thesis: Voice Controlled Robot (Implemented on a wheel-chair)

Relevant Coursework: Electrical Systems, Power Distribution, Control Systems, Engineering Mathematics, Data Analysis

Don Bosco Senior Secondary School, Guwahati, India

Higher Secondary (CBSE), GPA: 9.0/10 2015

## Experience

NERERL – IIT Guwahati, Guwahati, India

Project & Research Associate 2024 – 2025

- Coordinated research-driven projects involving planning, scheduling, and milestone tracking
- Prepared professional reports, presentations, and technical documentation for senior stakeholders
- Analyzed quantitative and qualitative data to support research conclusions and project decisions
- Supported digital documentation, content preparation, and structured knowledge sharing
- Applied process improvement techniques to enhance workflow efficiency and task coordination

## Self-Guided Projects & Activities

- Digital Campaign Planning & Performance Analysis (Self-Guided)** Duration: 8 weeks
  - Designed a mock digital marketing campaign including audience targeting, content calendar, and KPIs
  - Simulated campaign performance using sample datasets and spreadsheet-based tracking
  - Analysed engagement metrics (reach, CTR, conversions) to evaluate campaign effectiveness
  - Produced a short performance report with insights and optimization recommendation
  - **Skills shown:** analytics, reporting, digital marketing fundamentals, structured thinking
- IT Project Planning & Tracking Simulation** Duration: 6 weeks
  - Planned a hypothetical IT system rollout using project management principles
  - Defined scope, milestones, dependencies, and risks
  - Created task schedules and progress tracking sheets using Excel
  - Practiced stakeholder-style reporting through status updates and summaries
  - **Skills shown:** project coordination, planning, risk awareness, documentation
- Data Reporting & Dashboard Development (Self-Guided)** Duration: 4 weeks
  - Built PowerBI-based dashboards to visualize operational and performance data
  - Used charts, pivot tables, and structured data models for reporting
  - Translated raw data into management-ready summaries
  - Focused on clarity, accuracy, and decision support
  - **Skills shown:** PowerBI, data analysis, visualization, reporting

## Skills & Interests

Technical: MS Excel (analysis & reporting), PowerPoint, Python, SQL, PHP, MS PowerBI

Language: English (Professional), Hindi (Professional), Assamese (Native)

Interests: Digital marketing trends, technology-enabled business models, travel, reading