



Rimsha Ataullah

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Home: Kohinoor Flats Madina Town Faisalabad, 38000 Faisalabad (Pakistan)

EDUCATION AND TRAINING

M.Sc. (Computer Science)

Government College Women University Faisalabad [2021 – 2023]

City: Faisalabad | **Country:** Pakistan | **Website:** <https://gcwuf.edu.pk/> | **Field(s) of study:** Computer Science |
Final grade: 3.10 | **Thesis:** INVENTORY MANAGMENT SYSTEM

Programming |, Discrete Structure, Computer Organization and Assembly Language, Digital Logic and design, Data communication and Network, Communication Skill, Programming |, Software Engineering, Web Engineering, Database System, Computer Graphics, Operating System, Data structure and algorithm, Visual programming, Artificial intelligence, advanced object-oriented programming, Theory of automata and formal language, Mobile Application and Development, Wireless and Mobile Communication, Theory of Compiler Construction, Software Project Management

M.A (Teacher Education)

Allama Iqbal Open University [2021 – 2023]

City: Nankana sahib | **Country:** Pakistan | **Website:** <https://www.aiou.edu.pk/>

Bachelor of Science (Computer Science)

University Of the Punjab Lahore [2018 – 2020]

City: Nankana sahib | **Country:** Pakistan | **Website:** <http://www.pu.edu.pk/> | **Field(s) of study:** Computer Science

ADA / ADS

Government College University Faisalabad [2018 – 2020]

City: Faisalabad | **Country:** Pakistan

FSC (pre-Medical)

Government Guru Nank Women Degree College Nankana Sahib [2016 – 2018]

City: Nankana sahib | **Country:** Pakistan

MATRIC

Government Girls High School , Buchinana Road Nankana Sahib [2014 – 2016]

City: Nankana sahib | **Country:** Pakistan

Programming for Everybody (Getting Started with Python)

University of Michigan [2023]

Crash Course on Python

Google [2024]

Machine Learning with Python

IBM [2023]

Bank Loan Approval Prediction With Artificial Neural Nets

Coursera Project Network [2023]

Tesla Stock Price Prediction using Facebook Prophet

Coursera Project Network [2023]

Search Engine Optimization

PTDI [2021]

Country: Pakistan | Website: <https://ptdi.edu.pk/>

Digital Marketing

PTDI [2021]

Country: Pakistan | Website: <https://ptdi.edu.pk/>

Creative Designing

Government Vocational Training Institute for Women Nankana Sahib [2021]

City: Nankana sahib | Country: Pakistan

Detect Fake News in Python with Tensorflow

Coursera Project Network [2023]

Exploratory Data Analysis With Python and Pandas

Coursera Project Network [2023]

Azure Devops: Introduction to CI/CD with Visual Studio

Coursera Project Network [2023]

LangChain Chat with Your Data

DeepLearning.AI [2024]

AI Free Basic Course

Xeven Solution [2023]

AI Free Advance Course

Xeven Solution [Current]

AI INTERN Certificate

CodSoft [2023]

WORK EXPERIENCE

Senior Digital Marketer

[01/05/2021 – 01/07/2023]

City: Concord | Country: Canada | Business or sector: Other service activities

- **Strategic SEO Leadership:** Developed and executed comprehensive SEO strategies to boost online visibility and search engine rankings, enhancing the organization's digital presence.
- **Content Creation:** Produced engaging and brand-aligned content for various digital platforms, optimizing it for SEO to drive organic traffic.
- **Visual Content Creation:** Proficiently designed graphics and multimedia content to support digital marketing campaigns and maintain a consistent brand identity
- **Social Media Management:** Manage and curate content for social media channels, fostering increased engagement, followership, and brand recognition through strategic posting and audience interaction.
- **Data Analytics:** Utilized Google Analytics to monitor website performance, track user behavior, and extract actionable insights, guiding data-driven decision-making.
- **Exceeding Targets:** Consistently exceeded performance targets, demonstrating a strong work ethic, meticulous attention to detail, and a focus on achieving results.
- **Business Development:** Leveraged analytical skills to identify new business prospects and formulate effective marketing strategies to pursue them.
- **Adaptability and Innovation:** Successfully adapted to evolving industry dynamics, consistently delivering exceptional outcomes in a dynamic digital marketing landscape.
- **Professionalism:** Conducted all interactions with a high degree of professionalism, fostering positive relationships with colleagues, clients, and stakeholders.
- **Collaborative Team Player:** Actively collaborate with team members, providing support and contributing to collective goals through exceptional teamwork skills.

DIGITAL MARKETING MANAGER

[2022]

Country: Pakistan

FREELANCING

[2021 – Current]

ARTIFICIAL INTELLIGENCE INTERN

[2023]

Country: India

DIGITAL SKILLS

Digital Skill

Digital Marketing / Search Engine Optimization / Adobe Photoshop / Content Creation / Google Search Console / Canva / Graphic Designing / Google Ads / Google Analytics

Professional Skill

Deep Learning / Chatbot Development / Machine Learning / Data Science / Pandas / EDA / Prompt Engineering / Linux / Matplotlib / Hugging Face Model / Keras / Scikit-Learn / PyTorch / Numpy / Computer Vision / Git / Artificial Intelligence / Stable Diffusion / Natural Processing Language(NLP)

Programming Language

Python / C++ / Java / C# / C / CSS / SQL / .NET / HTML

Soft Skill

Microsoft Office / Microsoft Powerpoint / Microsoft Excel / Microsoft Word

LANGUAGE SKILLS

Mother tongue(s): Punjabi
Other language(s): Urdu | English

HONOURS AND AWARDS

- [08/12/2023] Goolge

Women in ML (WiML) Symposium 2023 attendee BADGE

Link: <https://developers.google.com/profile/badges/events/wiml/2023/attendee>
- [28/08/2023] Issued by Coursera Authorized by IBM

Machine Learning with Python BADGE

Link: <https://www.credly.com/earner/earned/badge/42b86aae-37f0-4d02-935c-e459ec1c79ca>
- [10/03/2024] BrightLocal Academy

Local SEO BADGE
- [19/01/2023] Supreme Security Services

Employee of the year
- [2021] Supreme Security Services

Employee of the Month

RECOMMENDATIONS

Name: **Isha Arrora** | Operation Supervisor
Supreme Security Services
Phone number: (+1) 6479669790