

Rafia Faisal

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Education

Ghulam Ishaq Khan Institute of Engineering Sciences and Technology
Bachelors of Sciences / Computer Science

Sep 2020 - June 2024

- Activities include Debate team and Literary and Debating society.
- Editor in chief at a local student newspaper.

Professional Experience

Nestle

Feb 2023 - Present

Youth Influencer

- Upgraded the student engagement by **80%** and multiplied the outreach by **120%** through successful collaboration with Nestle to conduct recruitment drive and information sessions.
- Ran social media campaigns and contests that encouraged user-generated content and incentivized participation and raised the user engagement by **30%**.

Fatima Group

Jan 2023 - Present

Student Campus Ambassador

- Organized and executed successful campus career drives and activities and enhanced the outreach by **180%** and student engagement by **200%**.
- Represented the company at events and networking opportunities on campus and furthered the awareness by **120%**.

KEYOB

Oct 2021- Jan 2022

Developing Intern

- Implemented Google Firebase tools and JAVA for the customized software for auto body supply company and expanded the outreach by **87%**.
- Tested several client and server side algorithms for different projects and the readability by **18%**.

Leadership Experience

Literary and Debating Society

Feb 2021 - Present

Team Lead, Sponsorship and liaison

- Managed a team of **six** individuals to secure sponsorship from **three** companies for an international debating tournament with **150+** participants. Successfully accomplished the end-to-end sponsorship process, including proposal development, negotiations, and contract finalization.
- Led a campaign for the summer recruitment of 2022 and increased the sign-ups by **200%**.
- Used data analytics tool to increase the social media outreach of the society by **120%** and engagement by **300%**.

SOS Children's Village

June 2016 – Aug 2016

- Conducted a 3-month long teaching drive among children of village along with **10** other individuals.

ACADEMIC PROJECTS

Food ordering and delivery system – Web Application

- Automated the campus restaurant by implementing web-based portal to provide a personalized platform for clients and establish a database for employees by utilizing PHP and SQL which optimized the system by **68%**.

Satellite Image Processing – Python

- Applied Principal Component Analysis (PCA) on Landsat images to reduce dimensionality and size by **70%**, leading to better visual interpretability and information extraction.

Graph Processing - C++ - SDL Library

- Integrated data structures to read from a .txt file consisting of protein clusters and used SDL2 library to display the graph in circular motion.

NOTEABLE ACHIEVEMENTS

- Executive member at Literary and Debating Society for **2023-2024**
- Secured **2nd** position in All-Pakistan Bilingual Declamation Contest held in GCU 2017.
- Awarded with **Outstanding Diplomat** of UNSC at Aitchison College Model United Nations 2016.

ADDITIONAL INFORMATION

- Soft skills include public speaking and content writing.
- Technical skills include **PHP, MySQL, C/C++, HTML, CSS, JavaScript, Verilog, Flutter and Dart**.
- Interests include painting, reading, cats and stargazing.