

# TANEESHA

[taneeshalohana@gmail.com](mailto:taneeshalohana@gmail.com) | 03320379794 | Software Engineer'26

## EXPERIENCE

### **WOMEN WHEELZ** | Content Writer & Social Media Marketer

March 2025 - Present | REMOTE

- Craft compelling and engaging content to enhance brand awareness and audience engagement.
- Develop and execute social media strategies to drive organic reach and user interaction.
- Manage content calendars, ensuring consistency across platforms and alignment with brand messaging.
- Analyze social media metrics to optimize campaigns and improve overall digital presence.

### **BYTEFORGE SOLUTIONS** | Team Leader - Management, Graphics, Marketing & Sales

Feb 2025 - Present | REMOTE

- **Management:** Lead teams, optimize workflows, enhance collaboration, and drive performance improvements.
- **Graphics:** Oversee design quality, develop creative strategies, ensure brand consistency, and refine workflows.
- **Marketing & Sales:** Execute digital marketing, drive sales growth, conduct market research, and optimize conversions.

### **LEARNING HORIZON** | Marketer Member

Feb 2025 - Present | HYBRID

- Developed and executed marketing strategies to enhance Learning Horizon's reach and engagement.
- Created compelling content and promotional materials to attract new members and retain existing ones.
- Analyzed user engagement data to refine marketing campaigns for better outreach.
- Collaborated with teams to ensure brand consistency and effective communication.

### **PAK ALTAS WASTE MANAGEMENT COMPANY** | Social Mobilizer

Oct 2024 - Nov 2024 | HYDERABAD

- Engaged with community members, local leaders, and stakeholders to drive participation in development initiatives.
- Led awareness programs on environmental plastic pollution.
- Collected and analyzed community feedback, mediated conflicts and assisted in monitoring and evaluating project effectiveness for continuous improvement ensuring smooth project implementation.

### **RIUMAN INTERNATIONAL** | TeleSales

Agent

Jan 2024 - June 2024 | Autobahn, HYDERABAD

- Engaged customers with a personalized sales approach to drive conversions.
- Identified customer needs and provided tailored solutions.
- Handled objections effectively, turning hesitations into sales.
- Adapted strategies to connect with diverse customer profiles.
- Maintained detailed CRM records for seamless follow-ups.
- Met or exceeded sales targets through persistence and strategic planning.

## INTERNSHIPS

### **VIRAL VIBES PVT LTD.** | Social Media Marketer

Oct 2024 - Nov 2024 | REMOTE

### **IT CLUB** | Java Programmer

Jan 2025 - March 2025 | REMOTE

### **INTERN INTELLIGENCE** | Back End Developer (Python)

March 2025 - April 2025 | REMOTE

### **TECHNOHACKS EDU TECH** | Front End Developer (HTML, CSS, JS)

March 2025 - April 2025 | REMOTE

## VOLUNTEER ROLES

**ISKCON** | Volunteer

Aug 26, 2024 | KRISHNA JANAMASTHAMI

**HUMAN RIGHTS COUNCIL PAKISTAN** | Volunteer

Oct 5, 2023 | WOMEN'S CONFERENCE

**SOS JAMSHORO** | Volunteer

Feb 9, 2025 | JASHAN-E-BAHRAN

## PROJECTS

**INTERNSCOPE** | Internship Finder

31<sup>st</sup> Jan 2025 | DEVPOST HACKATHON FOR HUMANITY

**RETINOPATHY DETECTION MODEL** | AI Model for Early Detection of Retinopathy

3<sup>rd</sup> March 2025 - 9<sup>th</sup> March 2025 | INFYMA AI/ML HACKATHON

**TRUTHGUARD** | Fake News Detection App

15<sup>th</sup> March 2025 | HYDTHON AI/ML HACKATHON - 'BEST PROJECT MANAGER'

## EDUCATION

### UNIVERSITY

BACHELOR'S OF ENGINEERING IN SOFTWARE ENGINEERING

Expected Dec 2026 | MEHRAN UNIVERSITY OF ENGINEERING AND

TECHNOLOGY, JAMSHORO

CGPA: 3.0 / 4.0

## SOCIETIES

**SOFTWARE ENGINEERING SOCIETY (SES)** – Organizing Council Member

**WALL OF HOPE MUET CHAPTER (WOH)** - Director PR & SMM

**AIESEC HYDERABAD** – Lead PR and Marketer