

Asma Hashar

647-324-9337 | asma001@my.yorku.ca | [linkedin.com/in/asma](https://www.linkedin.com/in/asma) | github.com/asma

EDUCATION AND SKILLS

York University

Toronto, Ontario

Bachelor of Science in Computer Science, Honours

2023-2027

- **Relevant Coursework:** Discrete Mathematics, Advanced Object Oriented Programming (Java), Fundamentals of Data Structures, Computer Organization, Software Tools (C), Theory of Computation
- **Languages:** C, Java, Python, JavaScript
- **Technologies:** Node.js, JUnit, HTML, React, Unix, Bash, Git, CSS, MySQL, Microsoft Office Suit

EXPERIENCE

Market Research Lead

July 2025 – Present

FI Solutions Inc

Toronto, Ontario

- Delivered a differentiated brand positioning framework by analyzing competitors' online branding and tone-of-voice strategies, resulting in a clear set of key messaging themes and positioning guidelines.
- Developed a lightweight content strategy and social media calendar through the creation of posts and content ideas, resulting in actionable recommendations and ready-to-publish assets for LinkedIn and Instagram

Logistics Executive

2023– Present

ElleHacks

Toronto, ON

- Executed Canada's largest hackathon for women and gender-diverse students through designing 10+ technical challenges, judging rubrics, and participant materials for 400+ attendees, resulting in a seamless, on-time event.
- Enhanced event planning efficiency through active collaboration in weekly coordination meetings, resulting in a cohesive organizing process and successful hackathon delivery.

Private Tutor

2018 – Present

Self-Employed

Toronto, ON

- Proficient in tutoring subjects such as math and science, with a deep understanding of the curriculum.
- Developed and executed comprehensive lesson plans incorporating a variety of teaching strategies and resources to cater to diverse student needs and learning styles, resulting in significant improvements in student engagement and comprehension.

PROJECTS

ThinkBox | *HTML, CSS, JavaScript*

- Created a task management and note-taking app with an interactive UI, using **HTML/CSS** and **JavaScript** allowing users to add, delete, and track tasks with due dates.
- Integrated local storage to ensure tasks and notes persist across sessions, enhancing usability and convenience.

WeatherApp | *Python, PyQt5, OpenWeather API, CSS*

- Developed a desktop weather application using **PyQt5**, integrating the OpenWeather API to fetch real-time weather data.
- Created a responsive and intuitive interface with dynamic weather emojis, while conducting thorough testing and debugging to ensure accurate data representation and smooth API performance.