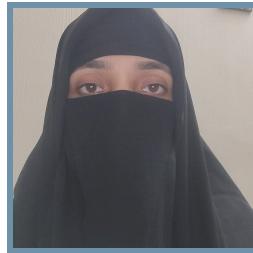# AREEJ HAFEEZ

Software Developer and Digital Marketing

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61-T Block, Johar Town Lahore, Pakistan

linkedin.com/in/areej-hafeez

About Me

A motivated and quick-learning individual with a strong interest in technology and digital tools. Experienced in managing Meta Ads campaigns, online advertising and programming. I enjoy improving my skills through hands-on work. I am organized, detail-oriented, and able to manage tasks effectively. I aim to contribute positively while continuing to grow professionally.

Skills

- Ability to learn new tools and technologies quickly
- Programming Languages (C++, SQL, Assembly)
- Meta Ads Management
- Figma (Basic Level)
- Problem Solving
- Attention to Detail

Courses

- Object Oriented Programming
- Data Structures and Algorithms
- Database
- Software Design and Analysis
- Operating System
- Digital Logic Design
- Computer Networks

Extra-Curricular

- Insignia Business Solutions Pvt. Ltd.
- Volunteer work at Shaukat Khanam
- ISL - Invictus
- SOFTEC - FAST
- FAST Care Society
- Online Teaching

Work Experience

Internship, Insignia Business Solutions

Jun 2022 - Aug 2022

- Assisted the development team with basic programming tasks.
- Gained introductory exposure to coding practices.
- Learned essential workplace skills.

Digital Marketing, RQ Travel Services

Jan 2025 - Aug 2025

- Managed Meta Ads campaigns on Facebook.
- Monitored ad performance and optimized campaigns.

Education

Alevels — LACAS, Lahore

Aug 2021 - May 2023

Bachelor of Computer Science — FAST-NUCES, Lahore

Aug 2023 - present

Projects

- Hotel Management System (C++)
- Sudoku (Assembly Language)
- Makeup Management Website (Frontend & Backend)
- LandIT Website (UI/UX)
- Bingo (C++)