



## Ayna Khan

**Date of birth:** 18/01/2002 | **Nationality:** Pakistani | **Phone number:**  
(+92) 3046241973 (Mobile) | **Email address:** [aynaakhann43@gmail.com](mailto:aynaakhann43@gmail.com) | **Website:**  
[www.linkedin.com/in/ayna-khan754](https://www.linkedin.com/in/ayna-khan754)

### ABOUT ME

Analytical and curious data aficionado with hands-on experience in data-driven decision-making and strong interest in AI, data science and machine learning research. Currently leading a digital team, applying analytical insights to optimise strategies and drive measurable results. Skilled in Python, R, SQL, Power BI, Tableau and Excel, with a focus on transforming raw data into meaningful insights.

### EDUCATION AND TRAINING

10/2019 – 07/2023 Sialkot, Pakistan

**BS IN INFORMATION TECHNOLOGY** Government College Women University, Sialkot

**Final grade** 3.44/4.0 CGPA

### WORK EXPERIENCE

**WEB DEVELOPMENT & DIGITAL MARKETING TEAM LEAD – FTSITS LLC** – 08/2024 – Current – REMOTE, UNITED ARAB EMIRATES

- Led cross functional team for websites and marketing projects from requirements to development and QA.
- Used data insights from Google Analytics, Search console and ad platforms to improve traffic and ROI.

**FREELANCE SEO SERVICES – SELF-EMPLOYED** – 2025 – REMOTE

- Provide services to drive targeted traffic and boost search rankings through on-page and technical optimisation.

**DIGITAL MARKETING – FTSITS LLC** – 11/2023 – 07/2024 – REMOTE, UNITED ARAB EMIRATES

- Executed Meta Ads, and data driven strategies to improve CTR, Google rankings and guide retargeting.

**ANDROID MOBILE APP DEVELOPMENT INTERN – TECHNOSOFTS** – 08/2023 – 09/2023 – SIALKOT, PAKISTAN

- Developed and deployed Tasbeeh Max App on Google Play Store, gained experience across development cycle.

**SOFTWARE DEVELOPER INTERN – AWM SYSTEMS** – 07/2022 – 08/2022 – SIALKOT, PAKISTAN

- Collaborated with a team to develop and maintain restaurant and retail management softwares using C#, SQL.

### PROJECTS

2025

**US HealthCare Dashboard**

- Built an interactive Power BI dashboard. Applying Data Cleaning & transformed raw data, data modelling, DAX and visualisation to reveal patient trends, billing patterns, and insurance insights.

**Link** <https://github.com/aynaakhann/US-Healthcare>

2023

### Tasbeeh Max App (available on the Google Play Store)

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- Developed and deployed an Android app with Qibla Compass, Digital Tasbeeh Counter, and Customisable alarms to remind users of prayer times. Built using Android Studio, Java, Firebase.

Link <https://play.google.com/store/apps/details?id=com.Technosoftware.qibladirectionandtasbeeh&hl=en>

2022 – 2023

### Auto Mechanics Android App

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- Built multi user architecture using Java, Firebase and Google Maps API for customers, mechanics, tow shops.
- Real time location features for nearby assistance within 3km and admin dashboard for service monitoring.

Link <https://github.com/aynaakhann/Auto-Mechanics-App>

## ● VOLUNTEERING

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2023 Govt. College Women University, Sialkot

### Workshop on CyberSecurity Awareness

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- Conducted awareness workshop for Botany Department students on topics such as safe browsing, phishing detection, common online threats and adopting safer digital practices to protect their data.

2021 Govt. College Women University, Sialkot

### Workshop on Microsoft Office Tools

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- Conducted a hands-on workshop for first-semester students to introduce MS Word, MS Excel and PowerPoint tools to make academic tasks easier for new students.

## ● COURSES & CERTIFICATIONS

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11/2025

### Certification of Participation at RYMUN 2025

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- Represented Switzerland in UN Women committee, debating women's oppression as a product of capitalism.

06/2025 – 11/2025

### Google Data Analytics Professional Certificate (Coursera)

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- Data collection, cleaning, transformation, and visualisation using tools Excel, SQL, Tableau and R programming.
- Applied analytical thinking, and data ethics across all stages of analysis and data-driven decisions.

2019

### Role of technology in Improving the Quality of Life: Implementation of Excel Tools (SZABIST Dubai)

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- Learned practical Excel techniques to enhance productivity and support everyday problem solving.

## ● SKILLS

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Data Analytics | SQL | Microsoft Excel | Power BI - ETL, Power Query, DAX, Visuals | Microsoft SQL Server BI tools (SSIS, SSAS, SSRS) | Android App Development (Android Studio) | Python | R | C# | C++ | Java | Problem Analysis & Problem Solving | Project Management | Think Creatively | Team-work oriented | Time Management

## ● LANGUAGE SKILLS

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Mother tongue(s): **URDU**

Other language(s): **ENGLISH**