FIZA SHEIKH

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Education

UNIVERSITY OF CALIFORNIA, LOS ANGELES   **Sep 2020 - Dec 2025**
Bachelor of Arts, Economics   *Los Angeles, CA*
- **Achievements:** Jack Kent Cooke Foundation Full-Ride Scholarship Recipient
- **Coursework:** UC Investments Academy | Girl Gains UCLA | Bruin Guardian Scholars | Creative Labs | Undergraduate Business Society

Work Experience

ASSOCIATION OF COMPUTING MACHINERY - WOMEN AT UCLA   **Jan 2025 - Present**
Software Development Intern
- Collaborating with a cross-functional team to design, develop, and launch a full-stack web application centered around a meaningful social cause, applying skills in product management (PM), UI/UX design, and software engineering (SWE).
- Acquiring hands-on project experience, participating in agile development cycles, wireframing, coding, and conducting user research to ensure a user-centric final product.
- Engaging in professional development workshops and mentorship sessions with industry leaders, enhancing technical acumen and soft skills critical for the tech industry.

UCLA WRITING PROGRAMS DEPT.   **Sep 2024 - Present**
Test of Oral Proficiency (TOP) Questioner   *Los Angeles, CA*
- Conducted over 200 assessments with 95% consistency in protocol adherence, ensuring fair evaluations for more than 150 international teaching assistants.
- Improved evaluation efficiency by 30% through systematic questioning techniques, enhancing clarity in test-taker communication.

UCLA UNDERGRADUATE STUDENTS ASSOCIATION COUNCIL (USAC)   **Apr 2024 - Jun 2024**
Office of the President Intern   *Los Angeles, CA*
- Organized community events using G Suite that increased student engagement and fostered greater campus involvement at UCLA.
- Allocated time and resources to organize student workshops using Power BI, improving campus experience and student satisfaction.
- Collaborated with team members using Tableau to share ideas and create a cohesive work environment, enhancing student atmosphere.

YOUNG INVINCIBLES   **Sep 2023 - Dec 2023**
Intern   *Los Angeles, CA*
- Engaged with over 500 students and stakeholders to increase awareness and participation in campus initiatives, fostering a supportive UCLA community.
- Organized three campus-wide events and outreach campaigns, resulting in a 40% increase in engagement among underrepresented student groups.

@RITZUART ON TIKTOK   **Jun 2022 - Dec 2023**
Brand Strategy and Digital Operations Consultant   *Remote*
- Increased social media followers by 30% and boosted engagement by 25% in six months through targeted marketing, audience segmentation, and data-driven strategies using Tableau and SQL.
- Enhanced brand identity and retention by designing visually engaging content in Canva and improving operational efficiency by 20% through streamlined scheduling and workflows.

XOOM WIRELESS   **Aug 2017 - Jun 2023**
Operations and Client Relations Assistant Manager   *Oklahoma City, OK*
- Collaborated with cross-functional teams to streamline operations, assist in marketing strategies, support strategic decisions, and manage client relationships.
- Boosted web traffic by 20% and customer engagement by 15% through targeted social media strategies and website development.
- Initiated marketing campaigns that led to a 25% increase in social media followers and enhanced brand visibility in the local market.

Projects

DATARES AT UCLA
Navigating the Digital Battlefield: An In-Depth Analysis of Cybersecurity Challenges & Innovations **Apr 2024 - Jun 2024**
- Contributed to an in-depth cybersecurity analysis project, providing actionable recommendations for defense mechanisms that reduced vulnerability risks by 15%, underscoring the importance of proactive cybersecurity measures.
- Provided a comprehensive understanding of cybersecurity, underscoring the importance of dynamic and creative defense measures in ensuring a secure digital future.

The Physics of Ponytail Oscillation: Analyzing Biomechanical Motion Dynamics   **Apr 2023 - Jun 2023**
- Designed a mathematical framework to model the lateral oscillation of a jogger's ponytail, driven by vertical head movements, offering insights into biomechanical motion dynamics.

- Conducted detailed simulations and analyses, bridging physics and real-world applications to enhance understanding of complex motion systems.

Customer Sentiment Analysis for Sonic Drive-In Restaurants   **Apr 2022 - Jun 2022**
- Analyzed over 1,000 customer reviews for Sonic, creating a word visualization map that highlighted key trends and patterns in customer sentiment, improving feedback-based decision-making.
- Created a word visualization map to identify key themes and trends in customer feedback, highlighting patterns in sentiment and frequently mentioned topics.

Skills

- **Technical Skills:** Advanced in Tableau, Power BI, SQL, Python, C++, MS Office, G Suite, Canva, Photoshop, MacOS, WindowsOS
- **Functional Skills:** Organized, Dedicated, Communicative, Determined, Creative, Passionate

Languages

- English (Fluent), Bengali (Fluent), Spanish (Conversational Proficiency), Arabic (Elementary)