MONICA

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Education

University of Peshawar — Peshawar, Pakistan
Bachelors of Computer Science (CGPA: 3.72/4) | 2020 – 2024
Thesis: Evaluating Machine Learning Models for Deepfake Video Classification

- Conducted research on transformer-based architectures to enhance DeepFake detection accuracy, focusing on the unmasking of synthetic facial manipulations through AI-driven analysis.

Professional Experience

- **Graphic Designer & Social Media Manager** — LIVE AGAIN Recovery and Wellness Center — Remote | July 2025 – Present
  • Designed engaging digital graphics and social media content to boost brand identity.
  • Managed campaigns across multiple platforms, increasing community reach and engagement.
  • Collaborated with the rehab center team to promote awareness on mental health and recovery programs.

- **Administrative, Finance & Social Media Marketing** — Nimrah Public High School — Peshawar, Pakistan | Nov 2024 – Current
  • Maintained financial records, bookkeeping, and school administrative tasks to support efficient operations.
  • Handled financing and budget allocation for school operations.
  • Created Excel templates to monitor student attendance and academic performance, improving record accuracy.
  • Prepared examination papers and handled MS Office-based documentation.
  • Designed and managed social media pages to increase school engagement and outreach.

- **Social Media Manager** — JQ Aesthetics — Remote, Peshawar, Pakistan | Nov 2024 – May 2025
  • Managed social media platforms by creating engaging content and running targeted campaigns.
  • Utilized data-driven strategies to grow followers and enhance community interaction.
  • Contributed to the clinic's local outreach and client base expansion.

- **Technical Writer** — Triangle PR — Remote, Peshawar, Pakistan | Aug 2024 – June 2025
  • Created clear and concise technical documentation, including internal guides and client-facing reports.
  • Collaborated with designers and marketers to translate complex ideas into user-friendly content.
  • Ensured accuracy, consistency, and readability across written materials.

- **Intern Mentor** — Triangle PR — Remote, Peshawar, Pakistan | Dec 2024 – Feb 2025

  • Mentored interns during a 3-month digital marketing internship.
  • Facilitated group meetings and performance reviews to strengthen collaborative output.

- **Focal Person & Event Manager** — The Order of Pen — Peshawar, Pakistan | Dec 2023 – Aug 2024

  • Planned and executed cultural and literary events, coordinating logistics and volunteer teams.
  • Organized the Short Film Contest for 'Ren Art Fiesta' and launched 'Fankarana Safar' cultural program.

- **Virtual Assistant Intern** — Mashes Creative Studio — Remote | Sep 2023 – Oct 2024

  • Managed weekly reports and presentations, ensuring quality and timely delivery.
  • Coordinated scheduling and prepared content for client reviews.

Projects

Deloitte Australia Data Analytics Job Simulation on Forage - July 2025
• Completed a Deloitte job simulation involving data analysis and forensic technology.
• Created a data dashboard using Tableau.
• Used Excel to classify data and draw business conclusions.

Saudi Data Analysis – May 2025
• Designed an interactive Power BI dashboard for a Saudi client to analyze key economic indicators.
• Used Excel for data cleaning and classification to support business insights.
• Visualized metrics like GDP and government spending, totaling $508bn across 223 data points.

Sales and Order Data Analysis – May 2025
• Created a Power BI dashboard to visualize order and sales data by city, state, and category.
• Used Excel for data cleaning and organization for dashboard integration.
• Designed a clear, interactive layout to support reporting.

Product Sales Data Analysis - April 2025
• Developed a Power BI dashboard to track product supply, stock turnover, and sales performance.
• Integrated time-based filters and branch segmentation for dynamic analysis.
• Cleaned and prepared data in Excel for seamless integration.

Skills

• Data Analysis & Visualization: Power BI, Tableau, Excel, SQL
• QA & Business Analysis: Requirement gathering, test case design, UAT, defect tracking, Jira
• Documentation: Technical writing, business process modeling, reports & guides
• Tools: MS Office Suite, Google Analytics, UI/UX (Figma, Adobe XD), GitHub
• Soft Skills: Communication, leadership, teamwork, ability to work under pressure

Certifications & Online Courses

- Advanced Google Analytics (Coursera)
- Meta Principles of UI/UX (Coursera)
- Building Leadership Skills (HEC Paris)
- Social Media Marketing (UniAthena)
- SQL Intermediate (Solo Learn)
- Google UI/UX Professional Certificate (Coursera)
- Business Intelligence (Coursera)
- Aspire Leadership Course (Aspire Program)
- Introduction to Python (Solo Learn)
- Data Science and AI (Atomcamp)