NIDA ZOHRA

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OBJECTIVE

Seeking a position that leverages my strong analytical skills, interpersonal communication abilities, and data management expertise to extract, clean, and analyze data.

SKILLS

Python SQL Server Tableau R PowerBI Pandas Seaborn Matplotlib Git TensorFlow

WORK EXPERIENCE

Machine Learning Engineer Co-op

OCAS, Guelph, ON

January 2023 - May 2023

- Performed exploratory data analysis and feature engineering with historical application information
- Developed a proof of concept of a college program recommender system for applicants
- Validated the model, achieving 80% accuracy or higher for half of all college programs

Student Experience Leader

Conestoga Students Inc., Kitchener, ON

May 2021 – Dec 2022

- Monitored and tracked ad campaign performance metrics, including impressions, likes and shares
- Conducted in-depth analysis of advertising campaigns, leveraging data from social media
- Analyzed the result of existing campaigns and designed targeted campaigns across 5 campuses

Programmer/Analyst Co-op

Waterloo Regional Police Service, Cambridge, ON

January – April 2022

- Optimized existing complex SQL queries to execute 90% faster
- Developed responsive web apps in .NET 6 and C# that eliminated paper-based method
- Designed intuitive UI for web application that is presently used for all applications within WRPS

Mechanical Engineer

QAS Arabia Ltd., Dhahran, Saudi Arabia

August 2019 – April 2021

- Assisted with development and maintenance of database using MS SQL Server
- Supervised the manufacturing process that led to decreasing the turnaround time by 25%
- Developed Standard Operating Procedures for operators that increased operational efficiency by 12%

Mechanical Engineer

A to Z Technologies, Atlanta, USA

September 2018 – July 2019

- Used SQL to optimize manufacturing processes as well as manage supply chain logistics
- Created detailed technical drawings and specifications for manufacturing and construction.
- Collaborated with other engineers and stakeholders to ensure designs meet project requirements

PROJECTS

Real-Time Analytics

- Technologies used: SparkSQL, Kafka, Hadoop, GCP
- Consumed data from an online source using Kafka and enabled parallel processing
- Used Spark streaming and RDD to process and analyze data in real-time

College Program Recommender System

- Technologies used: python, scikit-learn, scipy, pandas, seaborn, matplotlib, Git
- Built a recommendation engine using Nearest Neighbor unsupervised learning
- Validated recommendations using A/B testing and custom evaluation metrics

Formula 1 Twitter Sentiment Analysis

- Technologies used: python, numpy, tweepy, matplotlib, wordcloud, Git
- Conducted sentiment analysis by classifying data from tweets extracted based on specific keywords
- Visualized the data using word clouds for keywords and pie charts to project sentiment polarity

Digital Transformation

- Technologies used: C#, .NET 6, SQL Server, JavaScript, HTML, CSS, TFS
- Contributed to the digital transformation of the regional police services
- Created optimal SQL stored procedures, views and queries to fetch accurate information

EDUCATION

Post-Graduate, Big Data Solutions Architecture

2022- Present

Conestoga College, Kitchener, ON

- Accomplished top 15 ranking in the program
- Won popular vote for pitching the topic "Computer Vision" for an Open Education Resource publication to be released in January 2023
- Advanced Proficiency in Python, SQL, NoSQL, R language, and Jupyter Notebook

Post-Graduate, Computer Applications Development

2021 - 2022

Conestoga College, Waterloo, ON

- Achieved President's honor list
- Secured top 15 ranking in the program
- Advanced proficiency in C#, ASP.NET MVC5 framework, Javascript, MS SQL, and MongoDB

Master of Science, Aerospace Engineering

2015 - 2018

Wichita State University, Kansas, USA

Bachelor of Science, Aerospace Engineering

Mississippi State University, Mississippi, USA

2011 - 2015

ACHIEVEMENTS/ACTIVITIES

- Second place winner in TH.0 HealthTech 2022 Hackathon Mobile Application for Music Therapy
- Participant of Hack The 6ix 2022 PulseSafe React App
- Student representative at Waterloo Advisory Committee on Active Transportation for 2022
- Advanced proficiency in python, pandas, Tableau, R, SQL, and NoSQL