

Adeen Atif

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Academic Qualification

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|------|---------|--------------------------------------|------|
| 2024 | BSCS | Institute of Business Administration | 3.61 |
| 2020 | A Level | The City School | |

Achievements

- Achieved academic distinction by securing a place in the Dean's List for 5 consecutive semesters
- Attained a scholarship in the first year of A-Levels due to excellence in O-Levels

Major Reports/ Research Work/Projects

- Successfully generated PKR 40,000 in profits for the e-commerce business 'Pribor' within 2 months through utilizing strategic and effective digital marketing tactics
- Engineered a Multifunctional E-Commerce System using Java, incorporating advanced data structures and algorithms for optimal performance
- Spearheaded an interactive Painting Rental website with a fully integrated database, utilizing Oracle SQL and PHP

Professional Experience

Institute of Business Administration, Teaching Assistant

Sep 2022 - Current

- Mentored a class of 50 freshmen students in Java efficiency, mobilizing their pathway to a computer science degree

Institute of Business Administration, Mentor

Jun 2022 - Aug 2022

- Counseled underprivileged NTHP (National Talent Hunt Program) students in their IBA entrance test preparation, from which 40% made it into IBA

Brainterest, Content Writer

Nov 2021 - Current

- Crafted compelling and engaging content for the blog with a focus on effective research and search engine optimization, resulting in a 20% increase in website traffic

Plastiography, Social Media Manager

Jun 2021 - Oct 2021

- Spearheaded effective marketing campaigns for the non-profit business's social media accounts, improving user engagement by over 85% on Instagram, Facebook, and LinkedIn

Interests and Extracurricular Activities

- Google Developer Student Club (Marketing Lead) – Expertly demonstrated critical analysis, teamwork, and marketing skills in leading successful events like Flutter Flash with over 700 participants, and technology-focused bootcamps, while efficiently managing a team of organizers
- IBA Badminton Team (Captain) – Motivated the official badminton team towards three 1st position victories

Skills

- Web Development: HTML, CSS, JavaScript, Bootstrap, NodeJS, Django
- Software Development: Java, Python, JavaScript
- Marketing: Canva, Social Media Platforms (Instagram, Facebook, LinkedIn)
- Database Management: Oracle SQL, MongoDB

Certifications

Google Digital Garage - Fundamentals of Digital Marketing (ongoing)

Cisco - CCNA Introduction to Networks