

Breeha Qasim

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DHA, Karachi-Pakistan

SUMMARY

Computer Science student at Habib University with a strong work ethic and dedication to meeting strict deadlines. Passionate about AI, data science, and web development, actively pursuing opportunities for career growth, committed to lifelong learning, and delivering impactful solutions.

TECHNICAL SKILLS

Languages: Python, C++, SQL, HTML, CSS

Framework: MongoDB

Tools: OOP, Canva, DB Designer, MySQL

ACADEMIC PROJECTS

Pacman Pursuit

Fall 2023

Object Oriented Programming | C++

Developed a customized World's Hardest game in C++ with OOP principles, featuring hierarchical class structures, polymorphism, and enhanced user experience through SDL2.0 for graphics and input management.

University Admission Tracker System

Fall 2023

Database Systems | Python, SQL

Developed a user-friendly desktop application using MySQL & Qt Designer to create the front end, seamlessly integrating database management and simplifying the intricate university selection process for informed student decisions.

Tic Tac Toe Game

Fall 2023

Digital Logic Design | Verilog/VHDL

Engineered an interactive FPGA Tic Tac Toe system with advanced digital logic circuits, VGA display, and keypad integration, enhancing gaming experiences and demonstrating expertise in FPGA-based game development.

PROFESSIONAL EXPERIENCE

Outreach Manager & Marketing Assistant

July 2022 - Feb 2023

Acetest

Accountable for a diverse range of responsibilities that contribute to the growth of the company.

- Led a team of 14 Brand Ambassadors, coordinated webinars with 100+ participants, and boosted brand awareness through social media.
- Executed marketing plans, introduced innovative strategies, and authored proposals, emphasizing relationship building and result optimization.

Graphic Designer

Nov 2022 - Feb 2023

Acetest

- Produced engaging social media content, impactful presentations, and custom Instagram filters, leveraging Canva for diverse product designs.
- Spearheaded marketing material production, yielding a 40% increase in brand visibility, showcasing creativity, attention to detail, and adaptability.

Chief Marketing Officer**2021-2022****Econoxe & Muhafizz**

- Enhanced social media presence via strategic management and analytics.
- Elevated team productivity by 50%, recruiting and training while securing partnerships and funding through persuasive sponsorship proposals.

Sales & Marketing Intern**Jul 2022****Stakehold Pakistan**

- Drove revenue growth through new business opportunities and effective marketing plans.
- Applied exceptional interpersonal skills to successfully market online courses, resulting in a 25% surge in brand awareness and a 20% boost in sales for clients.

Graphic Designer**Jul 2022 - Aug 2022****Stakehold Pakistan**

- Generated compelling daily social media posts.
- Created visually striking marketing collateral and thumbnails, contributing to a 25% increase in click-through rates.

Teacher Assistant**Jan 2020 - Sept 2020****Unplugged Science with Anila**

- Instructed O-Level Chemistry students during COVID, ensuring continued learning and academic progress.
- Assisted in developing effective online Zoom sessions, crafted comprehensive handwritten notes, and arranged worksheets to foster student comprehension and engagement.

EDUCATION

Habib University**Aug 2022 - Ongoing***Bachelors of Computer Science (80% Merit Based Scholarship) (3.59 CGPA)*

- Relevant Courses: Programming Fundamentals, Data Structures, Object Oriented Programming, Database Systems, Data Structures, Computer Architecture & Digital Logic Design
- Serving as Design Lead for the Habib Debate Union & Mouseequi and Raqs and as Marketing Assistant Director for HUSO

Nixor College**Sep 2020 - Aug 2022***Cambridge International A levels (Nixor Academic Scholarship)*

- Achieved 3A's - Mathematics A, Physics A & Computer Science A
- Contributed to the House Leadership Team, and served as Chief Marketing Officer for Raft Regatta Team while volunteering at Nixor Corporate.

The City School Darakshan Campus**Aug 2017 - Dec 2020***Cambridge International O levels*

- Achieved 4A*s, 3As and 1B
- Received High Achiever award
- Volunteered at Kennedy Space Centre NASA Camp

AWARDS

2022 80% Merit Based Scholarship**2020** High Achiever Award - (Awarded to students who maintain an A/A* across all subjects)**2019** Received Camp Kennedy Space Centre NASA Certificate of completion

COURSES

2023 Completed Fundamentals of Digital Marketing certified by Google**2022** Social & Behavioral Responsible Conduct of Research-CITI Program, Social-Behavioral-Educational (SBE) Comprehensive-CITI Program**2024** Learn HTML and CSS Course