



LAIBA HANIF

Software Engineer

ABOUT ME

I am a dedicated Software Engineer with expertise in designing, developing, and optimizing scalable applications. With a strong foundation in programming languages and software architecture, I focus on creating efficient and user-friendly solutions that drive innovation and improve functionality. I am passionate about problem-solving and continuously enhancing my skills to stay current with industry advancements."

CONTACT ME

 03047651008

 laibahanif143@gmail.com

 Muzaffargarh

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- MS Office Expert

DIPLOMA'S

- Freelancing
- Digital Marketing
- Cyber Security
- Human Resource Management
- Computer Networks

EXPERIENCE

Website Development 2020 - 2024

WordPress / HTML / CSS / JAVA

I am an experienced WordPress Developer with expertise in HTML, Java, and CSS, specializing in creating custom, responsive, and visually engaging websites. I deliver high-quality, user-friendly designs while optimizing performance and ensuring seamless functionality. I aim to help businesses establish a strong online presence through tailored web solutions."

Fortune Digital Company 1 May 24 - 30 May 24

Digital Marketing

As a Digital Marketer, I developed and executed online marketing strategies to enhance brand visibility and drive customer engagement. My responsibilities included managing social media campaigns, optimizing website content for SEO, running targeted ads, and analyzing performance metrics to refine strategies. With expertise in digital tools and platforms, I successfully increased online traffic, generated leads, and contributed to the growth of the brand's online presence.

World Vision NGO Muzaffargarh 2017 -2018

Computer Operator

As a former Computer Operator, I managed and maintained computer systems, performed data entry, and ensured the smooth operation of daily computer tasks. My role involved monitoring system performance, troubleshooting hardware and software issues, and ensuring data accuracy. With strong attention to detail and technical proficiency, I helped maintain efficient workflows and supported the team with timely and accurate data processing.

LANGUAGE

- English
- Urdu
- Punjabi

EDUCATION

Matric	2013
MC Girls High School Muzaffargarh	
DG Khan Board	1050/616
Intermediate	2016
Govt Women College Muzaffargarh	
DG Khan Board	1050/567
B.Sc	2018
Govt Women College Muzaffargarh	
BZU Multan	800/480
Master (MIT)	2018
Virtual University of Pakistan	
CGPA	2.76

Women Crisis Center Muzaffargarh

2016 -2017

Front Desk Officer

As a former Front Desk Officer, I managed the reception area, greeted visitors, answered phone calls, and addressed inquiries professionally and courteously. My role involved ensuring smooth communication between clients and staff, handling appointments, and maintaining a welcoming environment. With strong multitasking abilities and excellent communication skills, I contributed to enhancing the overall customer experience.

Internship

19 Aug 24 to 19 Nov 24

Indus Hospital & Health Network (IHNN)

Multan Institute of Kidney Disease Multan

RECRUITER AND INDUCTION SPECIALIST AT (MIKD)

HR Department Internship - Senior Officer

- Assisted in the recruitment process, including drafting job descriptions and screening candidates.
- Facilitated the induction program for new hires, ensuring a smooth onboarding experience.
- Managed payroll processing, ensuring accuracy and compliance with regulations.
- Supported organizational development initiatives through employee engagement surveys and training sessions.
- Collaborated with HR team to streamline recruitment and onboarding processes.
- Contributed to the development of HR policies and procedures.
- Conducted research on best practices in talent management and organizational development.

Reference

Will be provided on demand!