

Ummarah Ashraf

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EDUCATION

- **HUNERKADA College of Visual and Performing Arts.** 2021- 2022
Graphic Designing Certification
- **Comsats University Islamabad** 2018-2021
Master of Science in Computer Science
- **SZABIST Islamabad, Institute of Science and Technology** 2013-2017
Bachelor of Science, Computer Science (Honours)
- **Islamabad Modal College for Girls F-10/2** 2011-2013
Intermediate in Pre-engineering, FBISE
- **A-One City Model High School Quetta**
Matric, in Science Group, Baluchistan board

WORK EXPERIENCES

- **Pakistan Humanitarian Forum**
❖ **IT Officer** December 2022- Present
Daily upgrade website, information portal and ensure functionality of the website platform
Respond to and troubleshoot all website issues
Attend to any questions related to the functionality of the website
Search Engine Optimization (SEO) and digital marketing
Google analytics, HubSpot, crowd tangle and keyhole software
PHF social media engagement plan
Maintain and update content on current PHF website
Work in close collaboration with supervisor on digital marketing and enhancing social media outreach
Manage and integrate Outlook 365 with web mail server
Provide other IT maintenance services and request as required
- **Freelancing** February 2022 - Present
❖ **Graphic Designer**
Brand Development
Social Media post
❖ **IT-Based Work**
UI/UX Design
Programming Task
❖ **Researcher**
Research on a specific topic or IT related research using publications
❖ **Content Writer**
Content for social media or research work
- **HerDomain** November 2017- November 2018
❖ **Manager Program Associate**
Graphic designer (Canva, Adobe Illustrator, and Adobe Photoshop)
Social Media Manager
Data annotation and Sentiment Analysis (IBM Bluemix and IBM Watson Analytics)
Research Associate (Research work using Latex/Overleaf)
Oversee the implementation of all herDomian curriculum
Manage the back-end (if there is one) of all bootcamp activities
Assign teaching assistant and teaching role on the back-end
- **HerDomain Internship** August 2017-November 2017
❖ **Intern**
Worked on front-end development, including HTML, CSS, JavaScript, and Bootstrap.
Used different social media tools, including IBM Bluemix and IBM Watson Analytics for social media.
- **VaporVM IT Services** July 2016
❖ **Intern**
Worked to develop company websites on WordPress.
Developed small projects using Java

SKILLS

- **Programming Skill**
 - Python
 - SQL
- **Graphic Designing**
 - Adobe Illustrator
 - Adobe Photoshop
 - Canva
- **Latex/Overleaf**
- **Social media tools**
 - IBM Bluemix
 - IBM Watson for social media.
 - IBM Watson Knowledge Studio.
- **Soft skills**
 - Languages: Urdu, Punjabi, English, Pashto, Persian (basic understanding).

MAJOR PROJECTS

- **An Intelligent Model to Predict COVID 19 using Sentiment Analysis and Supervised Machine Learning**
 - Predicts different trends and cases of COVID-19 in Pakistan
- **Blood donation management system**
 - In this system blood donors and blood banks are on one platform to help blood seekers. The seeker can search for nearest blood bank or available donor.
- **Blood bank system**
 - In this system, many people can voluntarily register to donate blood. Individuals (Gainer) who need blood in the case of an emergency can select city and blood type to shortlist prospective donors for contact. The system is also designed to detect the IP address of the gainer for location tracking.
- **Full adder and half adder**
 - Shows the addition of any two binary numbers
- **Multiplier**
 - Multiplies two binary digits and shows the result in binary
- **Fire alarm**
 - Circuit senses fire and starts beeping

LANGUAGE

- **Urdu** (Expert)
- **English** (Intermediate)
- **Pashto** (Expert)
- **Farsi** (Beginner)

ACHIEVEMENT

- Certified for participating in the Final year Project Exhibition
- Certified of achievement in Herdomain Coding Bootcamp

Publication

- An intelligent framework to predict socioeconomic impacts of COVID-19 and public sentiments
<https://doi.org/10.1016/j.compeleceng.2021.107526>

REFERENCES

Furnished on Demands