

FAKHIRA HAIDER

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OBJECTIVE:

As a passionate individual who values growth and thrives in creative environments, I aim to contribute to Adobe's dynamic team by leveraging my adaptability, eagerness to learn, and collaborative skills to support innovative projects and drive impactful results in the digital space.

EDUCATION

B.S., Business Administration, Concentration in Management Information Systems (MIS)

December 2025

San Jose State University, San Jose, CA

Relevant courses: Systems Analysis and Design, Database Management Systems, Network and Data Analysis

Relevant projects: Systems Analysis Case Study, (January 2024 - May 2024): Collaborated with a team to redesign a data entry system for a hypothetical manufacturing corporation, leveraging tools such as workflow mapping, UML, and sequence modeling to enhance system accuracy and efficiency.

CERTIFICATES

Associate of Science in Management Information Systems

December 2023

Las Positas College, Livermore, CA

EXPERIENCE

GoodHealth Intern, GoodWill, San Jose CA

August 2024 - Present

Health Educator Intern

- Developed tools to track engagement, improving data-driven decision-making for health education initiatives.
- Created reports and presentations that improved student satisfaction by tailoring materials to their needs.
- Improved engagement metrics by 15%, contributing to streamlined operations.

Marketing Chair

- Designed marketing campaigns that boosted engagement on Instagram and TikTok by 30%, utilizing insights from analytics to refine strategies.
- Created and managed newsletters and outreach materials to increase brand visibility and secure new business partnerships.
- Developed interactive content and visuals using Canva to align with organizational goals and reach target audiences.

Business Development Lead (BDL)

- Directed workshops and campaigns that enhanced customer engagement and facilitated lead generation for key initiatives.
- Partnered with stakeholders to design educational materials, driving a data-driven strategies on participant confidence and outcomes.
- Leveraged data insights to improve strategic decisions and streamline operations for workshop development.

Youth Manager, Islamic Center of Zahra, Pleasanton CA

December 2023 - Present

- Spearheaded event planning and execution, achieving a 48% increase in attendance through tailored initiatives.
- Conducted market research and audience feedback analysis to adapt programming to community needs.
- Enhanced collaboration among youth board members to deliver successful events aligned with organizational values.

Marketing Committee, Management Information Systems Association (MISA), San Jose, CA

October 2024 – Present

- Collaborated with a creative team to develop and execute innovative marketing strategies, ensuring cohesive and effective promotional campaigns.
- Spearheaded initiatives targeting MIS students, resulting in a 20% increase in event attendance.
- Leveraged modern social media platforms, including Instagram and TikTok, to engage and attract a diverse audience.

Homework Help Tutor, Rincon Branch Library, Livermore, CA

December 2022 - May 2023

- Delivered one-on-one academic support, boosting confidence and academic performance for K-12 students.
- Collaborated with library staff to create a welcoming learning environment tailored to diverse student needs.
- Provided subject-specific tutoring in math, science, and English, fostering a deeper understanding of key concepts.

Student Assistant, Las Positas College, Livermore, CA

December 2022 - May 2023

- Conducted outreach data analysis using Excel to improve student engagement rates and event participation.
- Designed promotional materials using Canva, enhancing the visibility of career workshops and events.
- Supported administrative tasks, including reporting and record-keeping, to streamline operations.

SKILLS

- Technical Proficiency: Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides, Forms), SQL, and more.
- Communication: Strong written and verbal communication skills for cross-functional collaboration.
- Teamwork: Proven ability to collaborate effectively in diverse teams, achieving shared objectives and fostering a positive work environment.
- Languages: Fluent in Arabic, Hindi, and **Urdu**.

ACTIVITIES:

Member, Management Information Systems Association (MISA), SJSU
Entrepreneur, MakeupByFakhira

September 2024 - Present
March 2018 - Present