

Faiza Riaz Qureshi

Educationist and Researcher

0332-9244330

riazfaiza28@gmail.com

Gulistan-e-Johar, Karachi

linkedin.com/in/faiza-riaz-qureshi

Professional Summary

An enthusiastic educationist and researcher with a strong background in marketing and research, seeking a position in the academic and marketing field to inspire and empower learners through innovative teaching methods and real-world applications.

Work Experience

Visiting Faculty | Since July 2024

University of Karachi

- Teach courses in marketing, branding, and advertising to graduate students.
- Design and implement innovative teaching methods to enhance student engagement and learning outcomes.
- Integrates real-world examples and the latest marketing strategies into teaching.
- Assess student's performance through exams, projects, and presentations.

Assistant Manager – Research | Since August 2023

Precise Tech Group

- Lead and supervise a team of researchers and trainees, ensuring timely delivery of articles.
- Review and maintain the quality of articles to meet professional standards.
- Perform SEO audits using tools like SEMrush to enhance website performance and search engine rankings.
- Perform quantitative and qualitative analysis of data collected for research.
- Produce plagiarism and AI-free documents without any grammatical errors.

O/A-Levels Tutor | Since 2014

Private

- Deliver personalized tutoring in core subjects such as Economics, Business Studies, Sociology and Pakistan Studies.
- Regularly assess student progress through mock exams and quizzes, providing constructive feedback.
- Achieved significant grade improvements, with students scoring A/A* in their subjects.

O levels Teacher | Oct, 2018-Jan, 2021

Everest Junior High School

- Taught Business Studies and Economics in alignment with the Cambridge International Examinations (CIE) curriculum.
- Developed structured lesson plans, incorporating interactive teaching techniques and multimedia resources to engage students.
- Used diverse teaching methods to cater to varying student learning styles and needs.
- Organized and supervised academic clubs, competitions, and extracurricular activities to enhance student engagement.

Internee under PMYTS Program | July, 2017-June, 2018

PCSIR Laboratories Complex Karachi

- Conducted physical, biological and chemical testing of drinking water samples.
- Ensured proper calibration and maintenance of instruments to deliver accurate results.
- Followed strict health, safety, and environmental protocols in the laboratory.
- Collaborated with senior scientists and laboratory personnel to improve testing processes and methodologies.

Education

Iqra University | 2021-2024

CGPA 3.84

MPhil/MBA – Marketing

University of Karachi | 2016

MSc. – Hydrogeology

First Division

University of Karachi | 2013-2015

BSc. (Hons) – Geology

First Division

Research Projects

MBA Thesis | Investigating the Factors Affecting the Purchase Intention of Organic Food: The Study of Pakistani Consumers.

M.Sc. Final year project | Hydrogeochemical investigation of groundwater of New Karachi Town.

M.Sc. Final year project | Hydro geochemistry of groundwater of New Karachi and Nazimabad area: Quality assessment for drinking purpose.

Publications

Groundwater Quality Assessment through Water Quality Index (WQI) in New Karachi Town, Karachi, Pakistan, *Asian Journal of Water, Environment and Pollution*, 15 (1), 2018, pp. 41–46.

Certifications

- SEO Foundation from LinkedIn Learning in 2024.
- Introduction to Digital Marketing from LearnTube.ai in 2023.
- Digital Marketing under DigiSkills.pk Training Program in 2022.
- Leadership 2.0 Course 2020 Essential Skills for 21st Century Leaders! From Focus Learning and Development in 2021.
- Creative Writing under DigiSkills.pk Training Program in 2020.

Skills

- Innovative Teaching Methods
- Curriculum Development
- SEO Audit
- Research and Analytical Skills
- Strong Communication Skills
- Teamwork
- Leadership
- Statistical Analysis
- SPSS and SmartPLS
- MS Office (Word, Excel & PowerPoint)

References

Will be provided upon request.