

CONTACT

- +92-3193661286
- Mariauaar8@gmail.com
- Rawalpindi, Pakistan

EDUCATION

2022 - 2024

PMAS-ARID AGRICULTURE
UNIVERSITY RAWALPINDI

- M.Sc.(Hons) Agriculture
Economic

2016 - 2018

PMAS-ARID AGRICULTURE
UNIVERSITY RAWALPINDI

- Master in Agriculture Business

2012 - 2016

PMAS-ARID AGRICULTURE
UNIVERSITY RAWALPINDI
Bachelor in Agriculture Economics

SKILLS

- Project Management
- Hydroponic Expert
- Social Media Marketing
- Content Writing
- Digital Marketing
- Data analysis
- Time Management Leadership
- Effective Communication

LANGUAGES

English (Fluent)
Urdu
Pashto

MARIA FAYYAZ

PROFILE

I am driven by a vision to revolutionize agriculture by making hydroponics a viable and scalable solution for feeding the growing global population sustainably. Specializing in the intersection of economics and hydroponic agriculture, I am dedicated to optimizing resource allocation, analyzing market dynamics, and enhancing productivity in controlled environment agriculture. Skilled in economic modeling, policy analysis, and sustainability strategies to foster efficient and resilient food production systems

WORK EXPERIENCE

PMAS-Arid Agriculture University Rawalpindi (NCIB)

- Hydroponic Research Assistantt 2021-2024
 - I'm worked on several hydroponic systems, including drip irrigation, DWC, ebb, and NFT systems. I planned the setup and upkeep of hydroponic systems for experiments, made nutrient solutions, and kept a regulated atmosphere for plant growth.
 - Monitoring plant growth parameters, collecting data on nutrient uptake ,growth rates, and environmental variables. Analyzing data using statistical methods or software tools.
 - Reporting, summarizing, and creating presentations for publications or research team meetings
- Monitor and maintain teams and Students working in Hydroponic Glasshouse.

PMAS-UAAR Rawaplindi project with WFO(worldfood Org.)

- Marketing linkagesExpertt 2023 - 2024
 - Experienced in forging strategic marketing linkages to promote Mohmand Agency's local products and services in regional and national markets.
 - Skilled in identifying market opportunities, developing marketing strategies, and fostering collaborations to enhance market visibility and profitability. Dedicatedto leveraging local strengths and resources to drive economic growth and sustainability
 - Create and manage the marketing budget ,ensuring efficient allocation of resources and optimizing ROI.
 - Develop and execute comprehensive marketing strategies and campaigns that align with the WFO's goals and objectives.

PMAS-Arid Agriculture University Rawalpindi (NCIB)

- Social Media Marketing Expert -Institute of Hydroponic 2021 - 2024
 - Led social media strategy highlighting arid agriculture and hydroponic innovations.
 - Shared market updates on hydroponic vegetables through engaging content.
 - Managed platforms to grow followers and promote events and research.
 - Handled client and stakeholder communication efficiently.
 - Ran digital campaigns showcasing achievements, workshops, and agri-business.

PUBLICATIONS

- Fayyaz, M., Malik, A. M., Bhatti, A., Khan, S., & Hussain, N. (2023). Medicinal Crop Production in Pakistan's Agriculture: Economic Analysis, Performance and Challenges of Production of Ginger, Turmeric and Garlic. Journal of Asian Development Studies, 12(4), 693-70.
- Khan, M. A., & Malik, A. Fayyaz, M. (2022). Hydroponics farming: approach to cope with future drought stress problem for vegetable Production. Nova Science Publishers
- Khan, M. A., & Malik, A. Fayyaz,M. (2021). Mint (Review Article):Medicinal Potential, Health Benefits and Bioactivity of Mentha piperita L.(Peppermint). . International Anatolian Agriculture, Food, Environment and Biology Congress. Turkey.
- Fayyaz, M., Malik, A. M., (2022). A review on Economics importance of Ginger production in Pakistan, comparison with major Asian countries. International Anatolian Agriculture, Food, Environment and Biology Congress.Turkey.