

AYESHA GOHAR



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Professional Summary

Dynamic and tech-savvy professional with 12+ years of experience in ICT teaching, IT support, database administration, graphic design, video editing, and digital media design. Skilled in data analysis with Excel, automation with Google Apps Script, and AI-powered tools to streamline workflows and build smart digital solutions. Adept at combining creativity and technical expertise to deliver impactful results in education, technology, and digital media.

Core Skills & Strengths

- **Data & Automation:** Advanced Excel , Google Apps Script (custom forms, automated workflows), Web App Development (data collection & reporting)
- **AI & Emerging Tools:** Proficient in AI-based tools for content creation, automation, and digital learning solutions
- **Digital Media & Content Creation:** Video Editing (YouTube, training, promotional), Social Media Graphics, E-learning Content Development
- **ICT & Technical Expertise:** Database Management, IT Support, MS Office Suite, Office 365, Teams
- **Creative Tools:** Adobe Photoshop, Illustrator, Premiere Pro, Canva, Audicity
- **Professional Qualities:** Adaptability | Flexibility | Quick Learner | Strong Communication | Leadership & Collaboration | Creative Problem-Solving

Professional Experience

APSACS – Rawalpindi, Pakistan

Database Administrator | IT Trainer | Graphic Designer | Subject Coordinator | 2018 – Present

- Managed databases for student and training records, increasing accuracy and reporting efficiency.
- Developed custom Google Apps Script forms and web apps to collect, process, and visualize data for staff evaluations and student records.
- Produced digital learning resources including e-learning videos, graphics, and multimedia presentations.
- Conducted ICT and AI tool training for staff, improving digital adoption and efficiency.

- Provided ongoing IT support, troubleshooting, and digital integration.
- Trained Staff about AI tools to deliver faster and smarter solutions.

GSR – Rawalpindi, Pakistan

Subject Specialist | IT Specialist | Graphic Designer | 2013 – 2018

- Delivered ICT workshops for teachers and students, integrating MS Office, Excel, and digital tools into the curriculum.
- Produced multimedia resources (PDF guides, video lessons, graphics) to support digital learning.
- Edited videos and designed graphics for institutional promotion and professional development.

The State School – Rawalpindi, Pakistan

Subject Specialist & IT Coordinator | 2012 – 2013

- Taught ICT subjects and introduced students to digital productivity tools.
- Coordinated with academic teams to align ICT curriculum delivery.

🎓 Education

- B.Ed (Education Management) – Virtual University of Pakistan
- Bachelors (Hons) in Computer Arts – Fatima Jinnah Women University, Rawalpindi
- Intermediate in Computer Sciences – Punjab College of Commerce, Rawalpindi

🎨 Freelance Digital Media & Tech Projects | 2015 – Present

- Edited and produced YouTube content (tutorials, educational, promotional).
- Designed social media posts, ads, and brand visuals for small businesses.
- Built custom Google Forms & Apps Script solutions to automate data collection and reporting for schools and organizations.