

## Mikaeel Faraz

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### PROFESSIONAL EXPERIENCE

#### Asian Street by Thai, Dubai, UAE

September 2022 - September 2024

##### Marketing Manager

- Built and scaled the restaurant's full online presence from scratch, integrating major delivery platforms (Talabat, Careem, Noon), creating engaging social media channels, and optimizing Google My Business for maximum visibility.
- Produced high-impact visual content and managed targeted ad campaigns across Instagram, Facebook, TikTok, and Google Ads—boosting customer engagement, driving traffic, and increasing both dine-in and delivery sales.
- Leveraged data and analytics tools (e.g., Google Analytics, social insights) to track performance, optimize SEO, and refine marketing strategies, resulting in measurable growth in brand awareness and customer loyalty.

#### Impression Spa, Dubai, UAE

May 2024 - June 2024

##### Marketing Intern

- Developed and executed a full-spectrum digital marketing strategy, including SEO, Google My Business optimization, and targeted ad campaigns, significantly increasing online visibility and customer acquisition.
- Created and managed engaging content across Instagram, Facebook, and TikTok, while leveraging analytics and customer reviews to enhance brand reputation, drive bookings, and support sustained business growth.

#### Resivation Hotel, Dubai, UAE

October 2023 - December 2023

##### Marketing Intern

- Produced and edited engaging content (Instagram Reels, TikToks) and executed social media campaigns across key platforms, driving follower growth and showcasing the hotel's unique offerings.
- Assisted in SEO, Google My Business optimization, and targeted ad campaigns, improving local search visibility and contributing to increased online inquiries and bookings.

### PROJECTS

#### Dunkin' Donuts Time Series Demand Forecast (Python, Pandas, Scikit-Learn, Prophet)

October 2024 - April 2025

- Developed a time series forecasting model to predict demand trends using Dunkin' Donuts sales data.
- Integrating weather APIs to enhance the model by factoring in external factors like weather patterns.
- Utilizing Python, Pandas, and Scikit-Learn to prepare and preprocess data, with the goal of improving future demand predictions.

#### Real Estate Valuation Using Ensemble Machine Learning

January 2025 - March 2025

- Built and compared custom XGBoost (Boosting) and Bagging models for high accuracy real estate price prediction.
- Leveraged PySpark for scalable preprocessing of large, noisy datasets, applying outlier filtering, feature encoding, and transformation.
- Delivered actionable insights through robust model evaluation (10-fold CV, RMSE,  $R^2$ ), demonstrating trade-offs between stability and precision for real-world use cases.

#### Data Lake Architecture for Reem Finance

September 2024 - November 2024

- Developed a scalable data lake architecture integrating structured and semi-structured datasets using Azure Data Factory.
- Designed Power BI dashboards to deliver real-time insights into customer demographics and transaction trends.
- Used financial sample data to enrich analysis and demonstrate integration capabilities.

#### AI-Powered Game Agent Using NEAT for Flappy Bird

September 2024 - November 2024

- Developed an autonomous Flappy Bird AI using NEAT (NeuroEvolution of Augmenting Topologies) to evolve neural networks for real-time gameplay.
- Integrated fitness evaluation and neural network evolution in Python with Pygame for dynamic decision-making.
- Achieved progressive performance improvement across generations through evolutionary reinforcement.

#### Development of a Seating Plan Allocation Program using JavaFX in Java (C++, JSON)

September 2023 - December 2023

- Designed and implemented a real-time seating allocation program in C++ for Dubai's transport network using object-oriented principles.
- Developed logic for gender and age-sensitive seat assignments across multiple stops, integrating file I/O and dynamic memory management.
- Enabled interactive seat visualization and journey management through a console-based menu system.

#### Automobile Sales Management System (Java GUI Project)

May 2023 - August 2023

- Designed a GUI-based system with user authentication for customers & admins to manage vehicle purchases and inventory.
- Implemented object-oriented architecture with custom classes including inheritance, vehicle subclassing, and receipt tracking.
- Enabled dynamic inventory operations and receipt generation with full admin/customer functionality in Java Swing.

### EDUCATION

#### University of Wollongong in Dubai, Dubai UAE

January 2023 - July 2025

- Computer Science BSc

### QUALIFICATIONS

Artificial Intelligence Fundamentals, IBM

Jun 2024

Fundamentals of Digital Marketing, Google

May 2024

### KEY SKILLS AND TECHNICAL EXPERTISE

**Graphic Design:** Illustrator | Photoshop | Figma | Adobe XD | SketchUp | InDesign

**Motion Graphics & Video Editing:** After Effects | Premiere Pro | Davinci Resolve

**Technical Skills:** Python, SQL, Next.js, React.js, HTML, CSS, Adobe CC, Blender, Power Apps, Outsystems

**3x Guinness World Record Holder**