

# Proteek Huq

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Final year student pursuing a Bachelor of Commerce (Marketing) and Information Systems at The University of New South Wales. Seeking employment opportunities in innovative roles relating to technology and marketing. An ambitious team player with over 3 years of professional experience fulfilling company goals through diligent problem-solving, organisation and communication skills, refined across various industries. Eager to explore career opportunities as a technology consultant, business analyst, front-end developer, or marketing data analyst.

## **EDUCATION**

**University of New South Wales, Sydney** 2022 - 2025  
Bachelor of Commerce (Marketing) & Information Systems

- Coursework: DBMS, Big Data Analytics, Cybersecurity & Networking, Cloud Infrastructure, Machine Learning, Human-Centric UX / UI design, Business Process Management, SDLC, Digital Marketing

**Sydney Technical High School, Sydney** 2016 - 2021  
Higher School Certificate

- ATAR: 93.45
- Activities: Dux Award of Visual Arts, Peer Support Leader, Environment Team Coordinator

## **EXPERIENCE**

**IBM, Sydney** January 2025 – February 2025  
**Student Consultant** (Full-time Internship)

- Collaborated within a multidisciplinary team to pitch a generative AI solution aimed at improving the accessibility of digital citizen services for Australian seniors, while aligning with client objectives.
- Conducted in-depth business process mapping and client consultations to identify root issues and uncover inefficiencies in existing digital service workflows.
- Followed principles of human-centric design to ideate and develop Figma prototypes, that were refined through user experience workshops and usability testing.
- Prototype link: <https://youtu.be/tQ4D0xBMeXo?si=DkVOA6xp86TTZi8f>

**Flight Centre Travel Group (FCTG), Sydney** February 2024 – April 2024  
**Marketing Intern** (Part Time)

- Assisted a global marketing team to facilitate the successful international brand launch of 'Envoyage' under the supervision of the Global Head of Brand and Marketing at FCTG.
- Executed brand marketing strategies through copywriting, PowerPoint design, and business process documentation to deliver high-quality outputs aligned with brand objectives.
- Prioritized and delegated tasks to address backlogs, optimising cross-functional collaboration and accelerating task completion ahead of schedule, ensuring the brand launch met critical project timelines.

**BridgeClimb, Sydney** December 2023 – Present  
**Guest Relations Officer / Receptionist** (Part Time)

- Familiarised with technical and non-technical business processes to deliver world-class tourism experiences with minimal schedule delays.
- Conducted routine customer health and safety assessments to control risks during operations.

**Rec Alley Gymnastics Centre, Sydney**

October 2022 – October 2023

**Member Services Officer / Receptionist (Casual)**

- Delivered virtual and in-person customer service, account management and technical support.
- Exceeded KPI goals, achieving member acquisition rates of above 80%.
- Maintained effective time management, prioritisation, and communication skills to independently fulfil a wide range of administration, maintenance, and marketing responsibilities.

**INAC Hospitality, Sydney**

January 2022 – October 2024

**Food & Beverage Attendant (Casual)**

- Delivered exceptional bartending and food service at high-profile events, including weddings, conventions, and corporate functions, ensuring a premium guest experience.

**PROJECTS & ACHIEVEMENTS**

**2024 UNSW ISTM Artificial Intelligence Hackathon - 1st Place Award**

October 2024

*Organised by The UNSW School of Information Systems and Technology Management*

- Designed the winning solution, 'Objection', an IDE extension utilizing supervised Machine Learning and Generative AI to assist developers in protecting customer databases against injection attacks.
- Took on the role of UX/UI designer, collaborating with a team to prototype and pitch the solution within a 5-hour timeframe, outperforming 20 teams.

**2024 Artificial Intelligence Think Tank Case Competition - 1st Place Award**

September 2024

*Organised by UNSW Capital W, UNSW Digital Society and UNSW Women in Technology*

- Guided a team as a project leader to ideate and prototype Cyber Central - a Generative AI-driven platform for simulating phishing attacks and providing customizable employee cybersecurity training.
- Delivered a comprehensive pitch, showcasing the platform's technical architecture, feasibility, and business impact, resulting in first place among university-wide participants.
- Project Link: <https://proteekhug.com/project/ai-think-tank.html>

**The Smith Family, Sydney**

October 2023 – December 2023

**Learning Club Tutor (Volunteer)**

- Facilitated after-school educational sessions to enhance academic engagement and learning outcomes for primary school students from socio-economically disadvantaged backgrounds.
- Strengthened leadership, mentorship, and communication abilities through active engagement with students and collaboration with program coordinators.

**SKILLS**

- Technical: HTML, CSS, JavaScript, Python, R, Oracle SQL, IBM SPSS, Power BI, SAS Viya
- Design & Tools: Figma, Canva, Photoshop, Illustrator, iMovie
- Data Analysis: Big Data Analytics, Machine Learning, Data Visualization
- Cybersecurity: Networking Fundamentals, data governance, NIST CSF, ASD Essential 8
- Business Tools: SAP Signavio BPM, Microsoft Office Suite (Excel, PowerPoint, Word, Teams)
- Social Media: Facebook, Instagram, LinkedIn, Twitter, TikTok, Pinterest

**REFERENCES**

Referees are available upon Request