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SKILLS & COMPETENCIES

Programme Management
Stakeholder Management
Financial & Administrative
Communication & Reporting
Crisis Management & Adaptability
Content Development & Media Strategy
Data Analysis and Insights
Safeguarding & Compliance
Monitoring & Evaluation
Cross Cultural Communication & International Collaboration
Leadership & Team Coordination
Pakistan Sign Language

EXPERIENCE

FOUNDER – VISION THROUGH GENERATION

June 2024 - Present

- Established and lead an initiative focused on empowering underprivileged children by providing access to education and basic IT skills, addressing systemic inequities in rural and underserved communities;
- Responsibilities include strategic planning, program design, stakeholder engagement, and resource mobilization to create sustainable opportunities for marginalized youth

STOP PAKISTAN TECHNICAL ADVISOR – VITAL STRATEGIES

October 2023 - Present

- Managing the Tobacco Industry Interference (TII) Grant in Pakistan and communication of TII grant in Egypt, overlooking and monitoring the deliverables, ensuring the projects are completed within the awarded budget and duration;
- Addressing the challenges that the grantees face within the country;
- Working as a liaison with the grantees, the Vital Strategies global STOP team and the Bloomberg Initiative (BI) Pakistan partners;
- Working closely with Bloomberg Initiative (BI) partners in Pakistan to strengthen the monitoring of tobacco industry (TI) interference;
- Monitoring the tobacco industry interference with regards to Article 5.3 of the Framework Convention for Tobacco Control (FCTC)

STOP PAKISTAN FOCAL POINT – THE UNION

June 2021 – September 2023

- Working closely with Bloomberg Initiative (BI) partners in Pakistan to strengthen the monitoring of tobacco industry (TI) interference;
- Responding to ad hoc requests for information about TI activity and conduct additional investigation when required;
- Coordination between STOP and local partners for developing and executing country-based strategies and responses to specific instances of TI interference;
- Sharing information related to STOP's global and Pakistan focused campaigns; and
- Developing and adapting STOP resources, such as fact sheets, briefs etc., for local needs.

INFORMATION MANAGEMENT & COMMUNICATION OFFICER – PAKISTAN HUMANITARIAN FORUM

October 2019– May 2021

- Daily media monitoring (Pakistan Ministry of Interior and local newspapers);
- Updating PHF international NGOs' list and donors' list;

SOFTWARES

Office 365
Google Workspace
MS Word
MS PowerPoint
MS Excel
Adobe Photoshop
Adobe After Effects
Final Cut Pro
Canva

LANGUAGES

English
Urdu
Punjabi
Pashto (Mother Tongue)
Arabic (Beginner)
French (Beginner)

REFERENCES

To be provided upon request

- Maintaining internal communication such as info about projects/meetings/minutes;
- Projections about NGOs work/ Legislation and Govt decisions etc.,
- Donors and UN trends/news and updates;
- Developing and sharing key thematic information related to working groups of donors, international INGOs, relevant government institutions etc., and finding out reports etc. to share with international NGOs operating in the country;
- Develop & share communication materials such as newsletters/bulletins, pamphlets, etc.

NEWSWRITER – S&P GLOBAL MARKET INTELLIGENCE

January 2017– October 2019

The responsibilities included:

- writing from source documents including press releases, regulatory filings, and other third-party news articles;
- writing the daily dose in absence of the regular writer - daily dose is basically manually skimming all major news outlets, regulatory bodies' websites to collect all the updates about the North American power sector and publish it as an exclusive feature;
- compiling the entire week's merger and acquisition stories into one article;
- working and analyzing data, and writing such stories; and
- development and review of communication products and content related to communication and media marketing.

Achievements that were later adapted as regular news features:

- I was the focal person, initially, to help my industry expand into the European region and write about power/renewable energy related stories of different corporates and energy companies;
- I came up with brand new data sets that became my regular quarterly/monthly/yearly features;
- I co-authored with different US-based reporters on breaking news items such as PGE bankruptcy; and
- I co-authored with US-based reporters as the company's power industry expanded into the Mexico region.

EDUCATION

MS DEVELOPMENT STUDIES

National University of Sciences and Technology
Concentration in Peace & Conflict – to be completed in May 2025

BS MEDIA STUDIES

Riphah international University
Concentration in Journalism (reporting), Film, Drama.
CGPA: 3.75/4.0



TRAINING & LEADERSHIP

- **Ascend Leadership Programme organized by Johns Hopkins Bloomberg School of Public Health** – Panellist 2024
- **Training on Preparation and Appraisal of Integrated Flood Risk Management Projects for NFPP IV organized by Asian Development Bank, Ministry of Water Resources and Federal Flood Commission** – Participant 2024
- **South Asia Tobacco Control Leadership Program by Johns Hopkins Bloomberg School of Public Health** – Participant 2022
- **Global Investigative Journalism Network** – Participant 2021
- **The Union – STOP Monitoring Training, Virtual** – Participant 2021
- **YES Gender Parity Specialists Workshop, Beirut, Lebanon** – Participant 2019
- **Leaders in Islamabad Business Summit** – Participant 2019
- **Leaders in Islamabad Business Summit** – Volunteer 2017
- **Takhleeq by Riphah Institute of Media Sciences** – Organizer 2011
- **Rozan Gender Based Violence and Workplace Harassment** – Participant 2009
- **Youth Leadership Conference New Delhi, India** – Young Ambassador of Pakistan April 2007
- **Youth Leadership Conference Denver, Co., US** – Young Ambassador of Pakistan 2006

ACHIEVEMENTS

- Part of the team that provided technical support to the Government of Khyber Pakhtunkhwa in imposing ban on the sale of Heated Tobacco Products to anyone under the age of 21 in the vicinity of educational institutes.
- Contributed to The Union – STOP project's Formula 1 social media campaign.
- Successfully established and managed working groups, Health and Food Security & Livelihood. Contributed in developing resource papers for the above-mentioned working groups.
- Successfully organized Pakistan Humanitarian Forum (PHF) Climate Change conference in Islamabad in December 2019.
- Successfully organized medical camps in vulnerable areas of Rawalpindi and awareness sessions among children of vulnerable communities as a volunteer with International Education and Resource Network (iEARN)
- Organized Eid and Christmas projects at local level for children from vulnerable communities as a YES Alumni with International Education and Resource Network (iEARN)
- Organized visits of volunteers to spend a day with centers with children with disabilities in Islamabad as a YES Alumni with International Education and Resource Network (iEARN)
- Youth Exchange and Study Program (YES) – Exchange Student to US 2005 – 2006



CORE COMPETENCIES

PROGRAMME MANAGEMENT

I have experience in supervising and coordinating complex, multi-stakeholder projects. As a STOP Pakistan Focal Point, I have successfully managed and implemented large-scale projects like the Tobacco Industry Interference (TII) Grant across multiple countries, working with diverse stakeholders like grantees, government bodies, and international organizations.

STAKEHOLDER MANAGEMENT

With proven experience liaising between global organizations (Vital Strategies, The Union), local partners, and government entities, I excel in building and managing partnerships to deliver program outcomes, foster collaboration, and streamline communication between various stakeholders.

ADVOCACY, COMMUNICATION AND REPORTING

I am skilled in advocacy, demonstrated through my work with Bloomberg Initiative partners to monitor tobacco industry interference and implement country-based strategies. My ability to address challenges, develop resources, and drive policy change makes me adept at influencing strategic interventions and policies. Strong communication skills, demonstrated in writing reports, organizing webinars, donor management, and development of key thematic information, ensure I can deliver clear, impactful messages. I am adept at preparing press releases, newsletters, and other communication products, tailored to specific audiences, including donors and international organizations.

CRISIS MANAGEMENT AND ADAPTABILITY

Throughout my career, especially during my time at the Pakistan Humanitarian Forum (PHF), I have demonstrated a strong ability to manage crises. My coordination during the COVID-19 lockdown and my work on emergency response reports for the 2020 floods show my capability to adapt quickly and deliver under pressure.

CONTENT DEVELOPMENT AND MEDIA STRATEGY

I have expertise in developing tailored communication materials and strategies, from newsletters, social media posts, organizing webinars to reports and articles for different platforms. This involves writing clear, targeted content for diverse audiences, enhancing visibility and outreach.

KNOWLEDGE MANAGEMENT

My ability to synthesize data, as seen in my work on reports such as the Annual Report 2020 and the COVID-19 Snapshot, positions me well for knowledge management. I also prepared tailored tobacco control related content and fact sheets for local and international partners, ensuring resources were adapted to meet context-specific needs of Pakistan.

MONITORING AND EVALUATION (M&E)

I manage the Tobacco Industry Interference (TII) Grant projects in Pakistan and communication of TII grant projects in Egypt. This reflects my skills in monitoring and evaluating project deliverables, timelines, and budgets, ensuring successful project completion within constraints.

CROSS-CULTURAL COMMUNICATION AND INTERNATIONAL COLLABORATION

Having worked with international partners such as Bloomberg Initiative, UN agencies, NGOs in both Pakistan and globally, the Ministry of Health Services, Regulations & Coordination, and the National Tobacco Control Cell, I have developed strong cross-cultural communication and collaboration skills. This allows me to effectively work with stakeholders from diverse cultural and geographic backgrounds.

LEADERSHIP AND TEAM COORDINATION

I have demonstrated leadership in managing teams, guiding them through complex projects and providing oversight, whether it's working with local partners, coordinating multiple stakeholders, or leading working groups during times of crisis like the pandemic.

EVENT PLANNING AND FACILITATION

I have experience in conceptualizing and organizing events, such as the climate change event in 2019 and coordinating multiple sessions with UN guest speakers, which highlights my event planning, facilitation, and public engagement skills.

FUNCTIONAL COMPETENCIES

| CORE | |
|---------------------------------------|--|
| Achieve Results | Demonstrated through successful management of grants and deliverables, ensuring deadlines were met. |
| Think Innovatively | During my time at Pakistan Humanitarian Forum, I applied creative solutions to logistical challenges during the COVID-19 pandemic by organizing virtual events and communication channels for member organizations, while also addressing known risks, such as connectivity issues, to improve engagement and collaboration. |
| Learn Continuously | During my participation in the Ascend Leadership Programme 2024, I actively sought feedback from peers and mentors on my presentation, shared insights from my own experiences, and continuously adapted based on lessons learned, showcasing my curiosity, openness to new ideas, and commitment to improving through reflection and feedback. |
| Adapt with Agility | While working at The Union and Vital Strategies on the Tobacco Industry Interference Grant, I adapted to constantly shifting project dynamics and challenges faced by grantees, constructively navigating ambiguity and uncertainty by remaining flexible, adjusting strategies if needed, and ensuring successful project completion within the project timeline and evolving circumstances. |
| Act with Determination | While managing the TII Grant at Vital Strategies, I demonstrated drive and motivation by addressing complex challenges faced by grantees, confidently navigating tight deadlines and unforeseen obstacles. Additionally, during my tenure at PHF, I have delivered results calmly in high-pressure situations specifically during the COVID-19 pandemic, ensuring the project met its goals despite the circumstances. I collected data, designed, and developed daily COVID-19 Situation Reports based on the relief operations of the INGOs and their partners. These SITREPs were disseminated to 38 INGOs, government organizations including NDMA, as well as to UN organisations, namely UNOCHA. |
| Enable Diversity and Inclusion | Coming from a diverse Pashtun background, I have gained firsthand experience in appreciating and respecting cultural differences. My participation in the YES Program and my work with international organizations, where I collaborate with globally diverse teams, have further deepened my understanding of the importance of inclusivity and diversity. Additionally, during my participation in the YES Gender Parity Specialists Workshop Beirut, I gained deeper awareness of unconscious bias and its impact, actively engaging in discussions to confront discrimination, while fostering an appreciation for diverse perspectives. These experiences have taught me to value diverse perspectives, confront unconscious biases, and actively contribute to creating an inclusive and respectful environment in any professional setting. |
| Digital Literacy | <p>All my previous roles depend on having tech literacy, therefore I am a technically woke person. I worked extensively used digital tools to manage media monitoring, internal communications, and data-driven reports.</p> <p>As Information Management & Communication Officer at PHF, and as newswriter at S&P Global, I have worked with various digital platforms for content creation, data analysis, and communication, including creating data sets and writing analytical pieces based on digital data sources. This has enabled me to be data literate.</p> <p>Through trainings such as STOP Monitoring Training and my role at The Union and Vital Strategies, I have experience working with digital tools to monitor and analyze project outcomes and financials.</p> |
| Partnership Management | <p>As STOP Pakistan Technical Advisor at Vital Strategies, I have effectively managed partnerships with local grantees, the Bloomberg Initiative team, and the global STOP team, fostering collaboration to strengthen monitoring of tobacco industry interference.</p> <p>As PHF Communication Officer, I have liaised with 38 member organizations, coordinating between NGOs, government, and international stakeholders. My work involved engaging with donors, media, and research institutions to ensure smooth communication and information flow.</p> <p>My participation in international leadership conferences, such as the Youth Leadership Conferences in the US and India, and my volunteer work, highlight my ability to build and manage partnerships across cultural and geographic boundaries.</p> |



Business Management

In my roles at Vital Strategies and PHF, I managed the budgets of grants, monitored deliverables, and ensured projects were completed on time and within budget. This reflects a strong understanding of financial management and operational oversight.

I have a good sense of administrative coordination, such as handling logistical and administrative processes like procurement, travel arrangements, and financial reporting in multiple roles demonstrates my capacity to manage operations effectively while ensuring compliance with organizational guidelines.

At S&P Global, I have efficiently communicated data-driven insights and project statuses to internal teams and external partners, indicating understanding of financial communication and decision-making skills essential for business management.

At PHF, The Union and Vital Strategies, I was responsible for crafting communication materials, managing reports, and ensuring that project progress were clearly conveyed to stakeholders. This reflects my ability to manage complex communication needs while driving advocacy. My experience working on tobacco control advocacy and coordinating between partners, government bodies, and NGOs highlights my ability to advocate for policy change.

