

## **SADIA ABDULLAH**

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### **EDUCATION**

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#### **Pakistan Institute of Development Economics, Islamabad.**

*MPhil in Public Policy (2018-2020)*

#### **Quaid-I-Azam University, Islamabad.**

*BS Economics (2014-2018)*

#### **Cambridge International Examinations (Chenab College Jhang)**

*A' Level (2012-2014)*

Majors: Accounting, Business Studies, Economics

#### **Cambridge International Examinations (Chenab College Jhang)**

*O' Level (2009-2012)*

Majors: Business Studies, Economics, Statistics

### **PROFESSIONAL EXPERIENCE**

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#### **LocalEyes, a specialized Business Consultancy & Compliance Practice at Ash & Maple Management, Riyadh, Saudi Arabia**

*Research Team Lead Remote (promoted from Senior Research Associate) March 2023 -Present*

- **Leading a Team of Researchers**, assigning, guiding, **proofreading and editing** their work.
- Preparing **White Papers** and **Reports** analyzing different Policies and Programs in Saudi Arabia. Available at: <https://thelocaleyes.com/resources/> & <https://www.linkedin.com/feed/update/urn:li:activity:7125557809080889346/>
- Crafting **Investment Proposals** for leading Multinational Companies interested to expand in Saudi Arabia.
- Conducting **SWOT Analysis** for different Industries and Companies.
- Conducting comprehensive **Literature Review** to provide important information about the local industry to the clients.
- **Strategically aligning** company's intended initiatives with national programs and strategies.
- Producing **Market Research Reports** including research into the industry, key players, regulatory compliance, and growth opportunities.
- **Collecting and analyzing data** from a variety of sources to evaluate economic and social performance trends.
- **Presenting** Research results and answer questions of clients during meetings held by LocalEyes.
- **Working with the team** on several other tasks including making **Business cases** for initial assessments and **drafting emails**.

#### **Global Village Space, Pakistan**

*Research Analyst, June 2022 – October 2022*

- Writing daily **news analysis**, and **well-researched news stories**.
- Writing **articles** about the economy and current affairs for monthly magazine.
- Used to **SEO** optimize all the content.

## **National Institute of Maritime Affairs, Bahria University, Islamabad.**

Research Officer, November 2020 – March 2021

- Official 5 days visit to **Gaddani Shipbreaking Yard** (Lasbela) to conduct **on-site survey** to assess labor conditions and compliance with the shipbreaking regulations.
- **Analyzed** the data collected on-site and drafted **3 sections** of the Report on “Shipbreaking in Pakistan”, covering on-site observations as well.
- **Reviewing and analyzing** existing literature.
- Preparing seminar/ webinar **proceedings**.
- Additional charge as “**Staff Officer publications**”
- Designed **coding system** for NIMA publications.
- Keeping record of in-house publications.
- Proofreading and Editing.

## **Pakistan Institute of Development Economics, Islamabad.**

Research Assistant (August 2019 - August 2020)

- **Collecting data** through **questionnaires** and **interviews**.
- **Data & Content analysis**.
- **Proofreading** and **editing** of research reports and articles produced by team members.
- Worked as a **Member** of organizing committee for 34<sup>th</sup> Annual General Meeting held by PIDE.

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## **PUBLICATIONS:**

### **Research Paper**

- **Title:** Power of Social Media: Journey of females towards Entrepreneurship  
*Published in Kashmir Economic Review*

### **Paper Presentations**

- **Title:** Adopting the Future of Work: Social Media as a Driver of Female Entrepreneurship  
*1st International Conference on Sustainable Development in Pakistan: Exploring Local Discourses & Seeking Solutions, 2023*
- **Title:** Power of Social Media: Journey of Females towards Entrepreneurship  
*36th AGM & PSDE Conference by PIDE, 2022*

### **Research Journalistic Economy Reports**

- <https://www.globalvillagespace.com/drowning-pakistani-rupee-against-the-us-dollar/>
- <https://www.globalvillagespace.com/where-are-the-dollars-going/>

### **Blog**

- **Title:** Ageing in Pakistan: A Curse or Blessing? Available at: <https://pide.org.pk/blog/ageing-in-pakistan-a curse-or-blessing>

<https://success.org.pk/index.php/the-women-leaders-of-interior-sindh/>

### **Thesis**

- **Title:** Social Engagement among Elderly Population: Evidence based on Micro-data from Islamabad  
*August 2019 to August 2020*

#### **CERTIFIED COURSES:**

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- Certified in, ‘**Understanding Research Methods**’ offered by **University of London** through Coursera.
- Certificate of ‘**Grammar & Punctuation**’ by **University of London** through Coursera.
- Successfully completed **Search Engine Optimization (SEO)** course offered by **Pakistan Freelance Training Program**.

#### **REFERENCES:**

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<b>Name</b>	<b>Position</b>	<b>Organization</b>	<b>Telephone</b>	<b>Email</b>
<b>Dr. Muhammad Jamil</b>	Professor of Economics	State Bank of Pakistan (Ghulam Ishaq Khan Memorial Chair)	+923312331079	<a href="mailto:mjamil@qau.edu.pk">mjamil@qau.edu.pk</a>
<b>Dr. Mahmood Khalid</b>	Senior Research Economist	Pakistan Institute of Development Economic	+923335130716	<a href="mailto:mahmoodkhalid@pide.org.pk">mahmoodkhalid@pide.org.pk</a>
<b>Ahmad Rehman</b>	Associate- People Solutions and Executive Search	Ash & Maple Management	+923337443501	<a href="mailto:ahmad.rehman.0001@gmail.com">ahmad.rehman.0001@gmail.com</a>