

I am writing to express my keen interest in this position at your esteemed organization. Over the past two decades, I have held pivotal roles at leading development organizations, focusing on program development, project management, performance monitoring, impact evaluations, and technical reporting. My extensive experience spans across various sectors, including social protection, civil society development, and women's empowerment.

During my tenure as a Monitoring and Evaluation Consultant with BISP, Pakistan, and in previous roles such as Monitoring Evaluation and Research Manager at Plan International and Monitoring and Evaluation Specialist at the World Bank Group, I have led the design and implementation of multi-sectoral projects/programs. My responsibilities have encompassed building donor relationships, partner management, proposal development, and overseeing comprehensive monitoring and evaluation systems. To complement my practical experience, I have attained certifications such as Google Data Analytics Specialization, Project Management Professional from PMI, and Tableau Desktop Specialist. Currently, I am further honing my skills through dedicated studies in Deep Learning and Large Language Models (LLMs) at CampusX, an India-based Data Science Mentorship Program.

While my career trajectory has been deeply rooted in development work, I have undergone a significant transition towards data analysis and management in recent years. This shift has been driven by an innate curiosity and a desire to leverage data-driven insights to effect positive change. I have honed my skills in data analysis, Python programming, Natural Language Processing (NLP), SQL, and Machine Learning, augmenting my ability to extract meaningful insights from complex datasets.

In my role as a Monitoring and Evaluation Consultant, I seamlessly integrated Python and its libraries for data manipulation, visualization, and analysis. I have applied advanced NLP techniques to enhance qualitative data analysis, extracting valuable insights from textual information. Additionally, my proficiency in SQL has enabled me to handle large datasets with precision, while my knowledge of Machine Learning algorithms has contributed to the development of predictive models to inform strategic decision-making.

Throughout my career, I have demonstrated a natural tendency to experiment with new ideas, coupled with an appetite for continuous learning. I have delivered training sessions on various topics related to program management, monitoring and evaluation, and outcome harvesting, empowering staff members and counterpart organizations to excel in their roles. Moreover, I have designed, developed, and implemented numerous research studies and evaluations, actively contributing to proposal development, carrying out literature reviews, and performing meta-analyses. I have successfully implemented complex, statistically intensive research methodologies such as quasi-experimental designs, including propensity score matching and regression discontinuity design, and conducted root cause analyses. Furthermore, I have developed a variety of research instruments, tested them, and led training sessions for data collectors.

I am excited about the opportunity to bring my unique blend of skills and experience to your data analyst team. My extensive background in program development and monitoring and evaluation, combined with my proficiency in data analysis and machine learning, positions me as an ideal candidate to drive data-driven decision-making and contribute to the success of your organization. Thank you for considering my application. I am eager to discuss how my skills and experiences align with the needs of your team and look forward to the opportunity to contribute to your organization's mission of creating positive social impact through data-driven insights.

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Professional Summary

Globally-oriented, systems-focused, future-thinking, versatile, and productive social scientist with 15 collective years of mission-guided, results-driven service across multiple disciplines and contexts in: non-profit and public sector applied research and evaluation using a culturally sensitive, theory-driven, mixed-methods approach; grant application preparation/RFP response; project and personnel management; technical assistance and coaching; evaluation capacity building; organizational and strategic learning processes; peer review (i.e., grant applications and academic manuscripts); technical and academic writing/editing; and program development. In sum, my work: 1) efficiently moves projects forward to successful completion; 2) improves processes, outcomes, and impact through data-driven decision-making; 3) increases individual and organizational empowerment and self-determination; 4) increases capacity for evaluation and organizational learning; 5) improves the proposal and business development processes; and 6) increases the likelihood of extramural funding through competitive proposals.

Skills

- Research Design
- Performance Monitoring Framework
- Strategic Planning
- Program Evaluation(pre-post & formative)
- Project Analysis
- Baseline, Need Assessments Surveys
- Result Framework
- Qualitative and Quantitative Data Analysis, Validation & Visualization
- Stakeholder Analysis
- Forecasting and Reporting
- Process Improvement
- Disaster Recovery Planning
- Project Implementation
- Theory of change
- Performance Assessment
- Process Optimization
- Outcome Harvesting
- Python, Pandas, Numpy, Matplotlib, Seaborn, Plotly Scikit Learn & NLP

Publications

- Individual Philanthropy in the Punjab 2011, Pakistan Centre for Philanthropy
- Family Foundations in the Punjab 2010, Pakistan Centre for Philanthropy Corporate Philanthropy Survey,
- A case of Public listed companies, 2008, Pakistan Centre for Philanthropy, 2009 Corporate Philanthropy Survey,
- A case of Public listed companies, 2008, Pakistan Centre for Philanthropy, 2008 Corporate Philanthropy Survey,
- A case of Public listed companies, 2008, Pakistan Centre for Philanthropy, 2007
- Fostering Government CSO Collaboration in Pakistan, 2008
- Formative Research on Women Empowerment Programs in Pakistan',
- Norwegian Embassy Women Economic Empowerment project, funded by MFA, Norway, 2008
- Baseline survey for the project titled 'Engaging Children, Youth and Communities for the Promotion of Social Cohesion and Resilience through Education' funded by UNICEF Internal Evaluation of the Disaster and Response Projects funded by Cafod
- Counting the Invisible – Technical Report Pakistan, Plan International Pakistan, 2017

Professional Experience

BISP, Pakistan

Monitoring & Evaluation Consultant, 01/2021 to Current

BISP, Pakistan – Islamabad, Pakistan

- Designed, Developed, and operationalized M&E frameworks and plans of the targeted conditional & unconditional social safety net programs at the national level catering to 27 million households in Pakistan
- Designed, Developed, and operationalized monitoring and evaluation plans including pre and post-project assessment plans and frameworks for the 'Flood Relief Cash Transfer Program' benefitting 120 000 households in Sindh in 2022
- Developed and defined program indicators at the output, outcome, and impact level and implemented data collection tools and methodologies Benazir Talemi Wazaif program benefitting 250,000 students
- Lead the design and write-up of project M&E/MEL/MERLA plans, including, as relevant, results frameworks, logical frameworks, learning agendas, indicators, data collection methods, and CLA approaches BENAZIR NASHONUMA" catering to over 40000 Women
- Designed and Developed a project proposal, incorporating the MERLA framework for an anticipated USAID multi-sector nutrition program titled "BENAZIR NASHONUMA" catering to over 40000 Women
- Facilitated Theory of Change and program design workshops, writing proposal MEL plans, crafting indicators and measurement approaches, proposed learning agendas and research questions, conducting desk review, landscape analysis, and research on sectoral measurement approaches.
- Designed performance dashboards using Tableau to measure the efficiency and effectiveness of the program

Manager Monitoring and Evaluation, 03/2018 to 12/2020

Strengthening Participatory Organizations – Islamabad, Pakistan

- Strategic visioning and management of the MER and Business development department
- Maximized performance by monitoring daily activities and mentoring team members.
- Developed and implemented business strategies to achieve business goals and stay competitive.
- Launched quality assurance practices for each phase of program and project activities
- Designed and developed over twenty-five programs in thematic areas of Health, Education, Family planning, Social Justice, Good Governance and Voice and Accountability
- Responsible for establishing quarterly fundraising goals, assessing past quarter performance, and creating strategic pathways to capitalize on all future opportunities; \$5,000,000+ income generation
- Building donor relationships and partner management, exploring new business opportunities by showcasing and writing concept notes, narrative, and financial proposals;
- Development of sectoral/thematic profiles of the Program; Liaison with the national and regional offices of the International donors; Liaison and coordination with regional offices of SPO;
- Analyze the Impact of different projects through field visits; meetings and presentations to potential donors for business development.

Monitoring Evaluation and Research Manager, 06/2016 to 03/2018

Plan International UK, South Asia WASH Results Program, Islamabad, Dhaka, Bangladesh, UK

- Designed, Developed, and implemented monitoring and verification systems for the 85 million £ DFID-funded South Asia WASH Results Program comprising Monitoring & Verification Framework for Output (MVO) and Monitoring & Verification Framework for Outcome (MVOC)
- Carried out monitoring visits to capture the learning and undertaking spot-checks and back-checks for ensuring the quality of the program interventions and maintenance of records in Pakistan and Bangladesh
- Reviewed partner monitoring systems and created synergy within the monitoring systems of the six consortium partners
- Collated, compiled, and analyzed program learning and subsequent reporting on project interventions;
- Designed survey instrument using Epi info and Microsoft Excel and operationalized data collection tools by using mwater, a data-driven management platform for seamless data collection through Computer-Assisted Personal Interviews (capi)
- Provide MERLA support for successful start-up and implementation of projects, ensuring appropriate MERLA data collection, management, learning, and data use systems are set up and conducted project staff's orientation /training in MERLA approach
- Reviewed data tracking tools/formats/database project, and worked closely with the project team to ensure data quality, data reliability, and data consistency
- Assessed implementing partner monitoring capacity, developed and provided guidance, and built capacity, where required of the relevant staff of plan and partners in reporting, documentation of the lessons learned [challenges and best practices], and case studies
- Supervised the design and implementation of project baseline, evaluations, surveys, and other studies, ensuring quality standards are maintained and that learning is collated and available for future program design and implementation.

M&E Specialist, 08/2015 to 06/2017

- Reviewed the existing Monitoring and evaluation system for Social Protection in Punjab and identified areas for improvement
- Grant of \$150 million in the province of Punjab
- Working as a national focal person on Monitoring and evaluation at SPA Secretariat to provide technical support, information, insights and advisory services to all the implementing agencies and partners of the project.
- Supervised monitoring activities in 42 districts of the Punjab, including the grant awards worth PKR 80 million, through regular collection & analysis of data, review of reports and field visits.
- Assisted the implementation partners in baseline survey, rapid market assessment (RMA), data analysis and formation of 100 farmer enterprise groups (FEGs) in different sectors including dates and dairy value chains.
- Led the design and maintenance of the monitoring mechanism, through development of reporting and course-correction templates and submission of biweekly, monthly and quarterly reports and insights.
- Set up operational arrangements for collecting, analyzing, and reporting SP Programs' financial flow and progress data, and identify and facilitate necessary capacity building of Punjab SPA and key stakeholders to sustain effective monitoring and reporting;
- Reviewed Punjab SPA's information flows and advised on and implemented necessary procedures to monitor deliverables effectively; Defined performance indicators of efficiency, effectiveness, and economy;
- review the progress of various SP programs against these indicators; and provide feedback to relevant stakeholders;
- Liaised and coordinated with external SP Program evaluation teams and analyzed the consistency in the evaluation of SP project and program activities;
- Assisted the Punjab SPA team in preparing periodic reports and dashboards using tableau on its activities, progress, and financial status as required by the government and development partners;

Head of Monitoring, Evaluation & Reporting, 08/2012 to 07/2015

Strengthening Participatory Organization – Islamabad, Pakistan

- Overall supervision of the SPO MER department
 - Designed and integrated Monitoring, Evaluation, and Reporting framework on Management Information System (MIS) for the Aawaz Voice and Accountability program funded 40 £ million by DFID and 37£ million Strengthening Civil Society to Address Conflicts program funded by the BHC
 - The Aawaz program 40 £ million by DFID was implemented in 52 districts of KPK and Punjab whereas the Strengthening Civil Society to Address Conflicts program was implemented in 42 districts of Pakistan
 - Designed and developed a fully automated management information System for real-time reporting on qualitative and quantitative indicators of the programs
 - Designed and Implemented Monitoring and Evaluation frameworks and Plan of the Aawaz Voice and Accountability program funded by DFID, Strengthening Civil Society to Address Conflicts program funded by BHC, Political Parties Development Program by NDI, USAID and Supporting Transparency, Accountability and Electoral Processes in Pakistan
 - Facilitate collaborative activities with project staff (workshops, interactive virtual sessions, etc.) for reflection and adaptive management with the program team at the district and regional level
 - Carry out data quality assessments (DQAs): design and implement DQA protocols, use DQA findings to improve data collection, reporting, and analysis
 - Conduct regular M&E data review meetings in each province and at the national level, to inform and improve program planning and implementation
 - Analyzed project M&E data and generated results in the easy-to-understand dashboard using Tableau; worked with the communications team to ensure that results were captured in briefs, reports, and other documentation
- Supervised the development and seamless operationalization of the management information system (MIS) to provide information on the effectiveness and efficiency of the programs
- Facilitated Theory of Change and program design workshops, writing proposal MEL plans, crafting indicators and measurement approaches, proposed learning agendas and research questions, conducted desk review, landscape analysis, and research on sectoral measurement approaches for USAID's Gender Equity Program and Political Parties Development Program
- Lead the design and write-up of project M&E/MEL/MERLA plans, including, as relevant, results frameworks, logical frameworks, learning agendas, indicators, data collection methods, and CLA approaches

Senior Program Officer (Research & Evaluation), 09/2005 to 09/2011

Pakistan Centre for Philanthropy (PCP) – Islamabad, Pakistan

- Overall supervision and management of the Research & Evaluation department to ensure the smooth running
- Designing campaigns and continuously incorporating strategic modifications to keep the program active and robust
- Authored and supervised Corporate Philanthropy Survey 2008 & 2009; The Case of Public Listed Companies
- PCP's corporate Philanthropy Awards are also given on the basis of the ranking of this survey

- Authored and supervised Research study on Individual Philanthropy in the Punjab funded by the Government of the Punjab
- A detailed questionnaire was administered to 2000 households in the Punjab with technical support from the Federal Bureau of Statistics
- Co-authored and supervised Family Foundations research study in Punjab funded by the Government of Punjab
- More than 100 Family Foundations were identified by in the Punjab and 64 Family Foundations were documented through one-to-one structured interviews
- Co-authored and supervised research report on Fostering Strong and Effective Public-Private Partnerships for Social development in Pakistan
- Carried out in 'Formative Evaluation of the Women Empowerment' funded by the Ministry of Foreign Affairs Norwegian Embassy's Women Economic Empowerment Pilot project in Pakistan
- Conducted research and prepared background policy paper and project proposal on Family Foundation in Punjab for the government of Punjab
- Co-authored a PCP's research report "Going Beyond the Business – Intelligent Corporate Philanthropy"
- Also provided input on other research studies of PCP
- Co-authored the first "Operational Policy on 3Ps" and "District Manual and Tool Kit for 3Ps" for the Ministry of Education, Government of Pakistan
- Facilitated Theory of Change and program design workshops, writing proposal MEL plans, crafting indicators and measurement approaches, proposed learning agendas and/or research questions, conducted desk review, landscape analysis, and research on sectoral measurement approaches for USAID's Education Reform Assistance Program.

Program Officer (Monitoring and Evaluation), 09/1999 to 11/2002

Saiban Development Organization, Sahiwal

- Overall supervision and management of School program to ensure smooth running
- Designing campaigns and continuously incorporating strategic modifications to keep the program active and robust
- 4 years' experience of Implementing "Free Education" program for orphan children in rural Punjab
- Developing Monitoring and evaluation frameworks, scrutinizing and developing project proposals to explore donations in Pakistan and UK
- Regular interaction and communication with Rural Communities, the Corporate Sector, Civil Society Organizations, and Government at the Federal, Provincial and District for school adoption and improvement of Education in Punjab.

Education:

Certified Project Management Professional: Project Management, 07/2023 PMI – USA

Certified Tableau Desktop Specialist: Data Analytics, 05/2023 Salesforce – USA

Certified Google Data Analyst, Coursera

Master of Arts: Social Policy, 03/1998

BZU Multan - Multan, Punjab, Pakistan

Programming Languages: Python, R, SQL,

Data Analysis & Visualization: Excel, Tableau, Database Management: MySQL, PostgreSQL, Oracle, MongoDB, SQL Server

Data Science & Machine Learning: Scikit-Learn, TensorFlow, PyTorch, Pandas, NumPy

ETL Tools: Apache NiFi, Talend, Alteryx, Informatica

Big Data Technologies: Hadoop, Spark,

Cloud Computing: AWS (EC2, S3, RDS),

Version Control: Git, GitHub,

Software Development: Agile, Scrum, SDLC, JIRA