A skilled communications professional, with extensive journalism and editorial experience, and a diverse print media portfolio – has worked in education, as well as the development sector and arts organisations.

**JOURNALISM**

**September 2014 to date: Freelance Journalist and Consultant:** Travel, art reviews interviews and features from Pakistan and abroad for the mainstream Pakistani press – currently working on an independent website project.

**August 2015 – to date** **Freelance Editor**, Oxford University Press, Pakistan

**July 2014 – to October 2014: Contributing Editor, Hello! Pakistan:** Fielding pitches, writing profiles and reviews

**April 2013 – to July 2014: Managing Editor, Hello! Pakistan, Islamabad, Pakistan:** Day-to-day management at Pakistan’s premiere lifestyle and celebrity magazine, editorial content planning and execution with the Editor-in-Chief, liaison with the Publisher and editorial team, coordinated photographers, stylists and correspondents at photoshoots, created photoshoot briefs with the art director, responsible for coordinating the final edit and proof for printing; liaised with Marketing for advertorials <http://www.joomag.com/magazine/hello-pakistan/M0684643001396688526>

**September 2012 – March 2013: Freelance Journalist, Newsline Magazine, Karachi, Pakistan:** Covered the arts and culture beat in Karachi <http://www.newslinemagazine.com/>

**August 2011 – September 2012: Assistant Editor, Newsline Magazine, Karachi, Pakistan:** At Pakistan’s first ever, female-owned, current-affairs magazine that covers news, politics, the arts, lifestyle, sports and business. Responsible for editorial content for the back of the book featuring the arts; reviews (art, cinema, books), lifestyle, trends, events; assisted with editing and layout for the entire magazine

**March 2008 – August 2008: The National, Abu Dhabi, UAE, Correspondent from Pakistan:** Abu Dhabi's largest and only English daily broadsheet: wrote weekly news features, reported human interest stories and highlighted topical social issues <http://www.thenational.ae/>

**April 2007 – Oct 2007: Freelance Journalist, Desi Life, a bi-monthly magazine about South Asians:** Launched by the Toronto Star, in April 2007. Wrote features related to the South Asian Diaspora in the Greater Toronto Area

**June 2007: Freelance Journalist, Toronto Star, Toronto's premier daily newspaper:** Reported with a Toronto Star team in an undercover assignment titled *Lost in Migration*, a three-part series on immigration issues in Canada

<http://www.thestar.com/immigration>

**1998 – 2007: Freelance Journalist, The Friday Times, Lahore, Pakistan's only liberal weekly English newspaper:** Wrote over 40 features, interviews, travel pieces and reviews <http://www.thefridaytimes.com/tft/>

**2002: Researcher for Television:** Researched and wrote documentary proposals for Virtual International, London

**ARTS ORGANISATIONS**

**July – September 2007: ‘Africa & South Asia’ Coordinator, Toronto International Film Festival (TIFF), Canada** Assisted the International Programmer for Africa, South Asia, and the Philippines; coordinated with various departments at TIFF, as well as with the co-director and visiting directors and producers of the films in the programme. Responsible for audience outreach, film introductions, moderating sessions with audiences and directors at the Festival, and for writing, editing and soliciting entries from film directors for the programme blog

**COMMUNICATIONS, MEDIA, EDUCATION, DEVELOPMENT CONSULTANCIES**

**October 2015 – To: Date:** Team Member, SEBCON Evaluation Team.

Project: End of Term Evaluation of the Project ‘Towards Gender Equality Women’s Economic Empowerment Home Based Workers, Phase II’ (2012-2015) by UN Women

**Jan 2009 – August 2009:** Consultant in Leadership and Education, Nur Concepts, Pakistan, Canada

**2000 – 2003:** Editorial and Writing Consultant, UNDP/USAID/OUP and Children’s Resources International (CRI), Pakistan

Work in **EDUCATION**

**October 2009 – March 2010:** Consultant, Khartoum Basic School, Khartoum, Sudan

**Jan 2005 – June 2006:** Admissions Advisor, Embanet Knowledge Group, Toronto, Canada

**1995 – 1997** Section Head:Led a team of ten Early Years education teachers at the Overseas Pakistan Foundation (OPF) School, Nursery Section Islamabad, with over a 100 students for a period of two and a half years;

**1992 – 1994:** English & Early Years Teacher: Beaconhouse School System, Pakistan

**FREELANCE EXPERIENCE**

**2001 – 2003:** Member, Literary Society, Asian Study Group Islamabad

**1997:** One of the founding publishers of an eclectic magazine *The Scream*, Islamabad

**Sep 2004 – Jan 2005:** Box Office Staff, Audience & Donor Services, National Ballet of Canada, Toronto

**Sep 2006:** Toronto International Film Festival, managed personal film blog

**EDUCATION AND ACHIEVEMENTS**

**1989 – 1991** University of the Punjab, Master of Arts in English Literature

**1986 –1988** Federal Government College for Women, F-7/2 Islamabad, Pakistan

*Major:* English Literature and Political Science, *Minor:* Psychology

**1999** London School of Journalism, London, U.K. *Freelance Journalism*

**2003** School of Oriental and African Studies, University of London, awarded the Charles Wallace Pakistan Trust Fellowship for post-graduate research

**2005** Ryerson University, Toronto, *Copy Editing for Books, Journals and Reports*

**VOLUNTEER EXPERIENCE**

**2010 – 2011** Member, Volunteer Committee, the Rashid Diab Arts Centre, Khartoum, Sudan;

**2004** Volunteer, International Festival of Authors, and World Congress of History Producers, Toronto;

**2004 – 2005** Volunteer, Toronto International Film Festival Group, Toronto; **2003** Volunteer, Oxfam, Canada (Make Trade Fair), Toronto; **1998 – 2003** Member, Fundraising Committee, Supporters of The Citizen’s Foundation (TCF), Pakistan, Member, Friends of SOS Children’s Village, Pakistan, Special Olympics, and Women's Action Forum, Pakistan.