

ABOUT ME:

Creative and socially-driven student with experience in event management, digital strategy, teaching, and advocacy. Skilled in leading campaigns, coordinating large-scale events, and building community engagement. Passionate about using entrepreneurship and storytelling to drive meaningful change.

PROFESSIONAL EXPERIENCE

Tammanna Foundation – Director *January 2025 – Present*

- Directed initiatives serving **100,000+** people annually in across education, poverty alleviation, flood rescues and health.
- Actively led **12+ projects**, coordinating volunteers & partnerships with NGOs
- Raised **PKR 2 Million** + annually through donation drives, fundraising campaigns and donor relations

Upskill – Campus and Brand Ambassador *August 2025 – Present*

- Spearheading student outreach campaigns to promote educational counselling services and programs
- Organised information sessions and peer-networking events to onboard students
- Increased campus engagement by **30%** through creative digital promotions and word of mouth marketing

Colleges Pro – Marketing and PR intern *July 2025 – September 2025*

- Assisting in projects related to educational counselling, marketing and outreach.
- Compiled research and analytics reports, prepared presentations and collaborated with team members for projects and deadlines.
- Creating brand awareness through social media posts and word of mouth, expanding reach throughout Lahore

Pakistans 1st Environmental and Animal Rights Consultants (EARC) – Social Media Manager *May 2024 – August 2024*

- Drove **60% audience growth**; designed advocacy campaigns amplifying animal & environmental rights reaching **20,000+ people**.
- Managed and expanded social media presence to highlight legal and ethical advocacy.
- Assisted with case management and conducted legal research on environmental and animal welfare law.

Lahore International Childrens Film Festival – Jury Member

- Judged **70+ local** and **international** children's film submissions based on creativity, narrative, and impact
- Helped curate final selections showcased to **3000+** attendees, promoting socially relevant cinema

Adur Productions – Marketing and PR assistant for 3 time award winning film *October 2023 – December 2023*

- Managed digital media and PR campaigns for the feature film Gunjal starring Ahmed Ali Akbar and Amna Ilyas, boosting visibility **nationally** and **internationally**
- Created content for social media platforms, helped plan outreach campaigns, and liaised with media outlets for film promotion.
- Gained hands-on experience in film marketing, public relations, and audience growth within Pakistan's entertainment industry.

CO-CURRICULAR ACTIVITIES

ISL Language and Literary Society Lahore, Pakistan
Journalism Head and Yearbook Editor *August 2024 – Present*

- Led a **10-** member editorial team producing annual yearbook
- Oversaw content writing, editing and layout ensuring timely publication
- Published **15+** articles covering student life, social issues and events

ISL Event Management Society Lahore, Pakistan
Event Registration Manager *August 2024 – Present*

- Increased footfall and managed registrations for **2000+** participants
- Streamlined registration processes ensuring smooth check ins and participant experience

ISL Media and Graphics Society Lahore, Pakistan
Media Manager *August 2024 – Present*

- Led promotional campaigns, boosted event digital and social media reach and digital footprint by **40%** via targeted strategies
- Coordinated with videographers and photographers to deliver engaging coverage across platforms

LGS Media and Graphics Society Lahore, Pakistan
Media Head for Literature Games *January 2024 – February 2024*

- Organised and led media team for shooting digital visual media content for Literature and Literary Competition

RESEARCH EXPERIENCE

Independant Research: “Uncovering Psychopathology in Greek Mythology”

- Explored intersections of psychology and classical mythology, analyzing recurring themes of trauma, morality, and mental illness in Greek myths.

Independent Research: “Cognitive Impacts of Idiopathic Intracranial Hypertension”

- Investigated neurological impacts of IIH on cognitive functioning, contributing to awareness and bridging clinical psychology with lived experiences.

HONOURS & AWARDS

- **1st** Position - Pakistans Biggest intercollege Visual Art and Fine Art Festival
 - **1st** Position & Best Delegation - Sports Festival
- **1st** Position - Renaissance Project: Arts & Media
 - **2nd** Position - Pakistans Biggest Intercollege Language & Literary festival

SKILLS & INTERESTS

Skills: Event Management & Planning, Customer Service, Social media Marketing, Research & Academic Writing, Presentations, Teamwork & Leadership, Problem-Solving & Critical Thinking, Networking

Interests: Writing, Photography, Trekking, Travelling, Swimming, Emerging Startups, Entrepreneurship, Community Service, Psychology

VOLUNTEER WORK

LUMS Project Justuju
School Head & Teacher

Lahore, Pakistan
June 2024 – August 2024
June 2023 – August 2023

- Undergone training program for learning about major social and academic implications and methodology of teaching
- Taught **50+** underprivileged children from grades 3-8, helped them in homework and empowered them to achieve academic success

LSU (Leadership for Social Uplift) Foundation
Teacher

Lahore, Pakistan
August 2024 – August 2025

- Actively tutored underprivileged students from different socioeconomic backgrounds helping them achieve improved academic results