

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

Tammana Foundation – Executive Director and Core Team Head 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 & 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 Panelist

- 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 & PR assistant for multi-award winning film production company October 2023 – December 2023

- Managed digital media and PR campaigns for the 3 time award winning 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 in Chief

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

Head of Registration & Outreach

Lahore, Pakistan

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

Media Manager

Lahore, Pakistan

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

Media Head for Literature Games

Lahore, Pakistan

January 2024 – February 2024

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

RESEARCH EXPERIENCE / PROJECTS

Independent 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.

Web Developer (Independent Web Development Project) :

- Used HTML, CSS and JavaScript to code and host a digital personal portfolio website
- Hosted it via Github and aiming to update it regularly with new features

Author & Literary Creator (Independent Poetry and Publishing Project)

- Writing debut poetry manuscript exploring identity & resilience, fusing storytelling with literary imagery

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

HONOURS & AWARDS

- **National Gold** in Youth Rock Climbing Championship, triumphed over **50+** elite competitors.
- **Finalist**, Top 10 Young Innovators - National Youth Entrepreneur Summit
- **Winner**, Business Strategy Case Competition
- **2nd** in Pakistan's Biggest Literature and Language Competition, ranked among top writers.
- **1st** in Photography & Visual Arts, Pakistan's Premier Art Festival; showcased to **2,000+** viewers.

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