

## 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 – 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 / PROJECTS

**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.

**Coded Digital Personal Portfolio:**

- 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

**Aspiring Book Author:**

- Developing manuscripts for a poetry collection, combining creative storytelling with expressive literary style.

**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**

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|---|---|
| ● <b>1st</b> Position - Pakistans Biggest intercollege Visual Art and Fine Art Festival | ● <b>1st</b> Position - Renaissance Project: Arts & Media                           |
| ● <b>1st</b> Position & Best Delegation - Sports Festival                               | ● <b>2nd</b> Position - Pakistans Biggest Intercollege Language & Literary festival |
| ● <b>1st</b> Position at Youth Rock Climbing Competition                                |   |

**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