

EDUCATION

Brown University

B.A in Computer Science and Religious Studies

Providence, RI

Sep 2021 - May 2025

- **Relevant Coursework:** Computing Foundations: Data and Program Organization, Managerial Decision Making, The Entrepreneurial Process, Introduction to Software Engineering, UI/UX, Data Science

EXPERIENCE

Ernst & Young Ford Rhodes

Karachi, PK

Business Consulting Intern

Jul 2023 – Aug 2023

- Investigated and validated Circular Economy investment opportunities within Pakistan for the World Bank (IFC)
- Identified key stakeholders, conducted potential investor meetings, and created an action plan prioritizing sustainable investments

180 Degrees Consulting, Brown University

Providence, RI

Project Lead, Consultant

Jan 2023 – Present

- Managed a team of four with the aim to transform the social media presence and brand image of clientele by a 10x growth rate
- Conducted extensive primary and secondary market research, consulted 10+ case studies to unlock promote, and recommend social media growth

Management of Industrial and Business Organizations/Managerial Decision-Making, Brown University

Providence, RI

Teaching Assistant

Present

- Led a section of 20 students on consulting strategies and case study analysis, and provided one-on-one mentorship
- Evaluated and provided constructive feedback in a class of 540+ on students' final presentations and assignments

Pakistan Students Association, Brown University

Providence, RI

Founder, Diversity, Equity and Inclusion Chair, Former Head of Publicity and Outreach

Sep 2022 – Dec 2023

- Launched a new club for Pakistani students and faculty and grew it to 500+ members within the first month
- Created first DEI Chair, formed partnerships with other clubs including a South Asian society coalition, and co-hosted inclusive events for under-represented communities with 300+ attendees
- Raised \$700 by launching a fundraiser for flood victims, coordinated with all the IVY-League schools, and donated to a leading non-profit, Al Khidmat Foundation

Period Equity at Brown

Providence, RI

Advocacy Co-Director

Sep 2022 – Sep 2023

- Conducted extensive research on *Senate Bill 251* and *H 5083 A* regarding the status of free menstrual products for incarcerated menstruators and led outreach to eight United States Senators, presented findings to two Senators on product availability for incarcerated menstruators
- Identified 15 women shelters in Providence and closed partnerships with 2 to roll out menstrual product donation drive

LEADERSHIP

Crowd-Boost

Providence, RI

Co-Founder

Jan 2023 – Present

- Built and piloted a B2B marketing AI catered to increase brand awareness and consumer base for small and medium-sized businesses
- Facilitated Bottom-Up research through 30+ interviews with small businesses, discussed a potential partnership opportunity with DoorDash, and conducted a successful Angel investor pitch

Gender Equality Novel Series

Karachi, Pakistan

Author

2020 - 2022

Breakups: Desi-Style

- Published novel on stigmas of divorce and female employment opportunities in Pakistan, that was also presented at the Karachi Literary Festival 2023 and sold 500+ copies

Weddings: Desi-Style

- Published novel on gender equality and female literacy in Pakistan, sold out within a week in Pakistan's leading bookstore - Liberty Books
- Featured on National Television to discuss the rate of female education in comparison to forced marriages and advised on steps required to rectify the situation

ZBox PK

Karachi, Pakistan

Founder and CEO

Dec 2020 – Aug 2021

- Launched a custom gift packaging company in the Pakistani wedding industry, and led a design team of 5+
- Managed sale logistics of 20+ monthly bulk orders across the country and generated a 2x return on investment within 3 months

Zee & Zey

Karachi, Pakistan

Founder

Sep 2020 – Present

- Curated a community of 500+ members and facilitated 3 workshops, speaker series, and networking events to empower South Asian women
- Led discussion about women empowerment and female employment on National Television to generate conversations about gender equality in the workplace

ADDITIONAL INFORMATION

- **Languages:** English (Native), Urdu (Native)
- **Technical Skills:** Python, Java, Pyret.
- **Sample Projects:** Song Categoriser: Developed Python program categorizing a 360,000+ songs into their respective genres through weighted tf-idf values
- **Social Media Emotion Sensor:** Developed Python Program that performed sentiment analysis on 300,000+ tweets and comments,
- **Interests:** Bollywood Dance, Social Activism, Health and Wellness (Intuitive Eating), Baking (owner, non-profit bakery)