

**AFZA**

 Afzaa-393039@2freemail.com

**EDUCATION**

**Masters of Philosophy (MPhill) – International Development Studies – 2019**

Iqra University, Islamabad, Pakistan

**Bachelors in Business Administration (Finance) – 2012**

Fatima Jinnah Women University, Rawalpindi, Pakistan

**Global UGrad Exchange Programme Certificate in Business Administration – 2010**

Chadron State College, Nebraska State, USA

**Higher Secondary School Certificate – 2008**

Army Public School & College, Rawalpindi, Pakistan

**CERTIFICATIONS**

* American English for Educators – Sep 2018, U.S. Bureau of Education
* Adaptive Leadership Model – Apr 2014, United States Education Foundation
* Digital Storytelling and Communication Rights - Youth Conference – Mar 2012
* Communication, Team Building & Leadership Skills, U.S. Mission in Pakistan
* Careers and Life Management, U.S Mission in Pakistan

**VOLUNTEER EXPERIENCE**

* Program Team Lead | International Women Empowerment Conference #IWEC – 2015

*Organised conference with the aim to initiate a meaningful dialogue on challenges faced in the 21st century to pave the way for women empowerment and also to showcase the successes of emerging women leaders across the South Asia region.*

**PROFILE SUMMARY**

Resourceful and diligent individual offering experience in organizational management, research and development. Currently looking for an opportunity to work as a **Teacher** and execute educational strategies with an aim of driving student growth. Qualified with Master of Philosophy in International Development Studies coupled with experience in working with international non-profit organisations to execute projects pertaining to education, capacity building, law and judiciary, women entrepreneurship and civil society advocacy.

Showcasing skills in curriculum design and management as well as facilitating continuous development programmes for various students. Demonstrating outstanding ability to support and counsel students with difficulties in social studies, history, geography, moral education and Islamic study subjects in addition to eliciting and receiving feedback on delivery and outcome. Selected by the US State Department to participate in Global UGrad Exchange Programme as well as served as a Cultural Ambassador in America to strengthen people-to-people ties.

**CORE COMPETENCIES**

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| --- | --- |
| Easy Learning Methodology for Children | Classroom Discussions |
| Ideation and Structured Innovation | Evaluating Student Performance |
| Curriculum Design and Management | Preparing/Conducting Tests |
| Educational Leadership | Academic Counselling and Advise |
| Relationship Management | Content Delivery |
| Stimulating/Interactive Classroom Techniques | Qualitative Research |
| Interpersonal and Communication Skills | Academic Writing |
| Continued Development Programmes | Competency Building |
| Supporting and Counselling Students | Extracurricular Activities |

**HONOURS AND ACCOLADES**

* First prize winner of the Business Plan Competition “TECHNOMOOT 2011”, Comsats University
* Winner of “EMERGING LEADERS AWARD 2014”,presented by U.S. Embassy Islamabad, Pakistan
* Selected as youth leader to participate in a Town hall Meeting with U.S. Secretary of State Hillary Clinton to discuss regional peace and security
* Won the “PROJECT SMILE” grant from Bureau of Education U.S. Department of State to launch a book drive campaign to collect books for underprivileged children
* Awarded full scholarship by the U.S. Department of State to participate in Global UGrad Exchange Program and studied for a semester in Business Administration Program at Chadron State College, NE, USA
* Appointed as “PRESIDENT” of Literature Club, at Army Public School and College
* Won the first prize in “INTERSCHOOL ELECUTION CONTEST” at Army Public School & College

**EMPLOYMENT HISTORY**

**Valpas Safety, Dubai, UAE Apr 2017 – Nov 2017**

Marketing Communications Executive

* Undertook responsibility of increasing sales through developing and implementing effective integrated, multi-channel print, catalogue, web and direct marketing campaigns.
* Developed an effective web portal; transformed old intranet into a new one, thus facilitating a strategic sales tool for field representatives with improved communication flow.
* Prepared catalogues, course guides and training brochures for sales representative to enhance their product understating, further increasing overall sales.
* Founder | Project Smile- Moving Towards a Reading Society – 2012

*Mobilised university volunteers and garnered resources to build small library for a government school and organised free puppet show for pupils. Also founded a book drive campaign to collect books for the school library.*

* Organised a blood donation day for thalassemia patients
* Participated in tree plantation activity
* Organised hiking, trail, cleaning, drive, etc.

**PERSONAL DETAILS**

**Date of Birth:** 18th Oct, 1988

**Nationality:** Pakistan

**Marital Status:** Married

**Driver’s Licence:** UAE

**Languages:** English, Arabic, Urdu and Hindi

* Proactively involved in conducting customer/market research and demographic profiling to determine company product disappointments.
* Created a strategic media kit comprising key marketing analytics and demographics for use in sales presentations.
* Optimised marking cost and effectively negotiated with vendors to acquire cost-effective products, resulting in minimising 15% of budgeted cost every year.

**Emirates Airlines Foundation, Dubai, UAE Feb 2017 – Mar 2017**

Social Media Assistant - Annual Literature Festival

* Handled every LitFest social media platforms and drafted sales-driven promotional content with an aim of increasing sales.
* Closely monitored social media trends, hashtags and new stories to increase brand awareness.
* Provided required support to senior management in developing and implementing effective social media strategy.
* Strategically handled all social media competitions to maximise client engagement.
* Regularly maintained and updated advance weekly content calendar in English
* Overseen all online conversations across all the Emirates LitFest active pages and communicated every important feedback to team members.
* Managed live tweeting of sessions during the 12 days festival period.

**Insaf Network Pakistan Oct 2014 – Nov 2015**

Project Coordinator - Project on Rule of Law

* Collaborated with the senior management to implement programme, develop proposals and plan business strategies.
* Prepared detailed and accurate project progress reports as well as other communication documents.
* Provided support in ensuring efficient donor coordination, also prepared solicited and un-solicited proposals.
* Managed various aspects related to project communication material and social media advocacy campaigns.
* Maintained close communication with the primary stakeholders, local authorities and other relevant project stakeholders.
* Organised national and provincial level meetings, round table / focus group discussions, consultations and seminars with police, judges, members of bar associations/lawyers, parliamentarians and civil society representatives.

**National Rural Development Programme May 2014 – Oct 2014**

Business Development Officer - Projects on Disaster Relief, Legal Aid and Maternal Health

* Same duties performed as executed in the role of **Project Coordinator** at **Insaf Network Pakistan**.

**JOBS Group (USA, Bangladesh, Pakistan) Jan 2013 – Apr 2014**

Programme Associate - Project: Paper Miracles

* Managed social media marketing activities in addition to preparing communication/marketing material for social enterprise project (Paper Miracles), further facilitating jewellery craft training to handicapped women for exhibiting and selling their products with maximum profits.
* Participated in 10 exhibitions and events to maximise revenue streams with increased sales.
* Prepared detailed reports, newsletters, Paper Miracles Marketing material, exhibition briefs and one pager brochures.
* Successful in organising and hosting a fundraiser fashion show in close collaboration with the leading designers; presented paper beads jewellery for paraplegic women with an aim of increasing funds.