

***Education***

Masters in Theological Studies, 2019, Harvard University, Cambridge CGPA: 3.89  
Bachelors in Business Administration, 2015, Institute of Business Administration, Karachi CGPA: 3.44

***Work Experience*****PROFESSIONAL**

**IBEX Global | Equinix, Inc.,** *Marketing Strategy Analyst* Marketing Strategy & Insights Department  
Analyzed the global trends in the colocation industry and assisted the regional managers in extracting insights for decision making purposes. 2015 - 17

**Oxford University Press,** *Intern* Marketing Department  
Worked to raise sponsorships for the annual flagship literary event – Karachi Literature Festival 2015. Also updated the online catalogues on the local website of the company. 2014

**The Citizens Foundation (TCF),** *Intern* Resource Mobilization Dept.  
A social internship including 66 hours of community work as the Head Volunteer for Summer Camp and completion of various research projects. 2013

**RESEARCH AND TEACHING**

**Harvard University,** *Research Assistant* Partition Project, Lakshmi Mittal South Asia Institute  
Transcription and summarizing of the archival documents collected from Pakistan and India. 2018

**T2F | PeaceNiche,** *Research Intern,* Experiential Learning Project (Final year undergraduate project)  
Worked with the late human rights activist Sabeen Mahmud and analyzed the business model of T2F, a local not-for-profit organization working for the creative space and expression in Karachi. 2015

**IBA Karachi,** *Teaching Assistant* to Dr. S. Nomanul Haq Dept. of the Social Sciences & Liberal Arts  
Delivered review lectures & tutorials; assisted in administrative affairs and curricula development for the following courses: *Socio Economic Philosophy of Islam, History of Ideas I, Philosophy Logic and Ethics.* 2013 - 15

**State Bank of Pakistan,** *Research Analyst*  
Conducted the telephonic CCI (Consumer Confidence Index) Surveys across Pakistan. 2012 - 13

**OTHER**

**Harvard University,** *Graduate Assistant* Office of Academic Affairs, Harvard Divinity School  
Assisted the Faculty and staff in carrying out conferences, projects and workshops. 2018 - 2019

**Harvard University,** *Circulation Assistant* Widener & Tozzer Libraries  
Worked at Circulation desk, including scanning and assistance in the Microfilm room. 2017 - 2018

**Harvard University,** *Visitor Services Attendant* Harvard Museums of Science and Culture (HMSC)  
Monitored the galleries and exhibits; maintained general protocols and facilitated the visitors. 2017 - 2018

## **Major Reports & Projects**

*Advertising Campaign* developed and proposed for DawnNews TV with the objective to increase its viewership while highlighting the values of DawnNews and benefits.

*Research paper* on the topic “Feminism and Female empowerment in advertisements”; a thorough literature review and commentary on leading marketing campaigns and how the advertising has evolved over time.

*Case study* on the Rebranding of KESC to K-Electric; the report covered all aspects of the re-positioning effort including the supply of the utility and re-branding of the company.

*Research project* for Engro Foods pertaining to the customers’ insights on the impulse category products placed in different trade channels.

## **Languages**

Scale: Excellent, Good, Fair, Poor

- Punjabi (*Primary* language spoken at home)
- Urdu (*Excellent* reading, speaking and writing)
- English (*Excellent* reading, speaking and writing)
- French (*Poor* reading, speaking and writing)
- Arabic (*Good* reading, speaking and writing)
- Sindhi (*Good* reading, speaking and writing)
- Persian (*Good* reading, speaking and writing)
- Seraiki (*Fair* reading, speaking and writing)

## **Grants**

Harvard Divinity School Scholarship Grant 2018 - 19  
Harvard Divinity School Scholarship Grant 2017 - 18

## **Extra-Curriculars**

**The Harvard Pakistan Student Group 2017-18**, – *Vice President Administration*

**L’Oreal Brandstorm 2015**, a Marketing case study competition in which I led a team of three people to the National Finals – *Participant*

**Poetic Reconstructions**, a lecture series, 2014-15 – *Lead Organizer and Host*

- “Reconstructing the Poetics of Iqbal” by S. Nomanul Haq 3/15
- “A Punjabi Critique of Sufi Idioms” by A. Sean Pue 2/15
- “At the Threshold of Ghalib” by S. Haq and Zia Mohyeddin 5/14
- “On the Pragmatics of Poetry” by S. Haq and Rahat Kazmi 3/14

**IBA Distinguished Lecture Series**, 2014-15 – *Lead Organizer and Host*

- “Why History Matters” by Ayesha Jalal 3/15
- “Constitutionalism, Justice, and Poetry” by J. Jawwad S. Khawaja 2/15
- “A Global Profiling of Pakistan” by Ayesha Jalal 4/14

**Model United Nations IBA Karachi (MUNIK) V**, 2014 – *Director Campus Drives*

**Invent | The Entrepreneurial Challenge 2013** – *Director Registrations and Guest Relations*