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Objective: To acquire a challenging role in an organization of repute.

Work Experience: Overall six years of diversified working experience in the fields of HR and Marketing.

Career in Brief:

20th January till todote: Bahria University--Working as Assistant professor
2010 until Jan 2012: Jinnah University for Women – Worked as permanent faculty member
2011 (Spring): Iqra University (main campus) – Worked as visiting faculty member
2009 until 2010: Dawood Engineering & Technology University - Worked as visiting faculty member
2008 until 2009: Sidat Hyder Morshed Associates – Worked as Assistant HR Consultant
2005 until 2008: Emkay Electric Company--- Worked as Assistant Manager-Marketing

Bahria University:

- Supervise thesis students (MBA).
- Teaching MBA and BBA students
- Subjects: Human resource Management, Organizational behavior, Marketing management, Training and development, Methods in Business Research & Advertising & Promotion.

Jinnah University for Women:

- Coordinator for M. Phil program
- Taught MBA, EMBA and BBA students.
- Subjects: Strategic Management, Human Resource Management, Rewards Management, Social Psychology, Human Behavior, Organization Behavior, Advance Business Research and Advertising.

Institute of Business Management:

Conducted one session of Media sales

Iqra University (Main Campus):

Worked as a visiting faculty

Business Plus:

Worked as a news anchor

Dawood Engineering & Technology University

Worked as a Social Psychology lecturer

Sidat Hyder Morshed Associates:

Worked as an Assistant Manager-HR Consultant

- Specifically consultancy experience revolved around conducting 360-degree exercise for leading financial entity.
- Worked as an organizer in annual Sidat Hyder Corporate Conference on BEST PRACTICES DAY (BPD) 2008. The conference has been held annually for the last seven years and in 2008 it was held in Karachi, Lahore and Islamabad attracting about a thousands of delegates across corporate world of Pakistan. Many local and multinational organizations participated as sponsors, speakers and panelist leading to a lively and successful event in all cities. My specific responsibilities were to handle the sponsorship related activities included follow-ups, co-ordination, collaboration and to fulfill all the pre and post activities for the sponsors and speakers. Also worked along with the other team members in the media room management.
- Worked on a training project for Pakistan Security Printing Corporation (Pvt) Ltd. The basic theme of the training was to reinforce the general management and supervisory skills of its middle management staff.

Emkay Electric Company:

- Worked as an Assistant Manager-Marketing
- Worked in Emkay Electric Company as an Assistant Manager-Marketing. Beside HR-Consultancy I have a specific experience of developing a marketing plan and also successfully implemented it which resulted in a highly productive outcome. Also assisted in recruitment, performance appraisals and developing employee motivation so as to get the rewardable outcomes.

Education:

Ph.D	Bahria University	(In progress)Management Sciences
M. Phil	Iqra University	Management & Marketing
MBA	Mohammad Ali Jinnah University	HRM & Marketing
B.Com	University of Karachi	Commerce
FSC	St. Joseph's College for Women	Science

Research Publication:

Published an article in “**Business Management Dynamics**” on “**Effects of organizational team building on employees’ morale and job retention**”

Achievements:

- Carried out 360° feedback for a leading commercial bank.
- Conducted various training workshops on soft skills.
- Worked as an active team member and managed the infamous “Best Practices Day” & gained sponsorship in a major public event at a record tune of Rs.20million.
- Organized several events/food galas in Jinnah University for Women.
- Organized seminar on advertising in Jinnah University for women (2010)
- Conducted peer evaluation for PAEF Kiet (2010)
- Assisted Mr.Janjua in soft skills training conducted for SESSI (2008)
- Arranged numerous public events successfully.
- GAT(Subject) Cleared

Trainings, Workshops & Memberships:

- Attended a workshop of training of trainers.
- Member board of studies.(Jinnah University for Women)
- Nominated for NCRC of HEC.(Jinnah University for Women)
- Attended a Workshop conducted by Mr. Horst Stenzel, a German expert in film, TV, journalism, Documentaries, 3D-animation and media technology at IoBM on June 23rd ,2011
- Member Alumni of Mohammad Ali Jinnah University

SKILLS:

- Research & Analysis
- Communication skills
- Interpersonal & intrapersonal skills
- Management skills
- M.S. word, power point & excel
- SPSS
- QM

EXTRACURRICULAR ACTIVITIES:

- Browsing, cooking, yoga, fashion designing, reading books, listening music.