**Sara Afzal**

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## CAREER OBJECTIVE:

To work with an organization where I can continuously learn in the pursuit of achieving functional excellence, thus getting maximum job-satisfaction and optimum career growth and to work for the betterment of society.

## ACADEMIC QUALIFICATION:

**2007 – 2009** Master of Business Administration Executive

Punjab College of Business Administration, Lahore – Pakistan

**2002 - 2006** BS (HONS) Mass Communications

Department Of Communication Studies, University of the Punjab, Lahore Pakistan.

## Working Experience

**MCB Bank** Lahore, Pakistan  **Aug 2013 till date**

**Designation: Sr. Communications Officer**

**Women Empowerment Group** Lahore, Pakistan  **June 2012 till Feb 13**

**Designation: Communications Officer (OXFAM GB Funded Project)**

Specific Responsibilities:

**Website**

* Assist in day-to-day management of WEG’s website including content management and updating.
* To launch various online campaigns to make the website interesting and user friendly.

**Social Media Campaign**

* To update and maintain the social media pages of WEG i.e

Lifeline Campaign: [www.facebook.com/lifelinepak](file:///C:\Documents%20and%20Settings\Sara%20Afzal\My%20Documents\Downloads\www.facebook.com\lifelinepak)

Pink Ribbon Campaign: [www.facebook.com/pinkribbonpk](file:///C:\Documents%20and%20Settings\Sara%20Afzal\My%20Documents\Downloads\www.facebook.com\pinkribbonpk)

White Ribbon Campaign: [www.facebook.com/WRCPak](file:///C:\Documents%20and%20Settings\Sara%20Afzal\My%20Documents\Downloads\www.facebook.com\WRCPak)

* Develop social media strategy and formulize it for the attainment of company objectives.

**To develop WEG newsletter content and Communications material**

* To coordinate and manage the production of internal and external documentation and IEC material
* Coordinate editorial and planning meetings.
* Sourcing articles and images for newsletter and other IEC material
* Sub-editing, proof reading and writing articles
* Liaison with external advertising agencies, design and printing contractors
* To coordinate the production of other internal and external WEG publications i.e news updates, press releases, bulletins, brochures , leaflets, flyers etc.
* Prepare PowerPoint presentations

**Designing, Branding, and Images**

* To develop, implement and archive all written, audio and video based content
* To develop, implement and maintain WEG’s strong visual brand presence
* To develop and maintain WEG photo library

**Events**

* To contribute to the planning and arrangement of WEG events, in particular regarding the design and production of materials
* To represent WEG at various internal and external events

**Media**

* To support WEG senior management and external public relations consultants for the development of media plans and strategy
* Generate press releases, speeches, responding to media enquiries and communicating with journalists and other media personals

**General**

* To develop quarterly reports in consultation with senior management
* To develop, promote and adhere to best practice across all areas of work
* To remain informed about issues affecting the overall image of WEG

**PAHCHAAN** Lahore,Pakistan  **Jan2011 March 2012**

**Designation: Project Coordinator - Active Citizens Program**

**(http://activecitizens.britishcouncil.org/)**

[**(http://activecitizens-learningjourney.blogspot.com/2011/10/join-actives-citizens-programme\_1686.html)**](file:///C:\Documents%20and%20Settings\Sara%20Afzal\My%20Documents\Downloads\(http:\activecitizens-learningjourney.blogspot.com\2011\10\join-actives-citizens-programme_1686.html))

* + - * + Conducted a four days active citizens workshop at various educational institutes and organizations for the sensitization of youth
        + Supervised Social Action Projects (SAPS) with trained active citizens
        + Looked after the overall budgeting and operations related work of the program
        + Selected participants for the workshop
        + Stayed in liaison with authorities at British Council for proper monitoring and evaluation of the program
        + Supervised Youth Coordinator for the program
        + Coordinated with college deans and corporate sector professionals for the signing of MOU’s between PAHCHAAN,BC and the respective institute/organization

**PAHCHAAN** Lahore, Pakistan  **Jan2011 March 2012**

**Designation: Communications Officer (www.pahchaan.org)**

* + - * + Supported the national communications strategy.
        + Marketed the services available for legal aid clients in Punjab.
        + Assisted line managers in effectively implementing and monitoring company policies
        + Wrote Pre/Post Project reports
        + Was involved in project proposal writing
        + Developed good relations with key activists/stakeholders at regional level, to help the organization resolve local problems in order to generate new and innovative activities with partners.
        + Championed cultural change to achieve communication excellence.
        + Ensured ongoing regional input towards creating a shared corporate vision and celebrating PAHCHAAN’s achievements.
        + Drafted quarterly newsletter.
        + Conducted review meeting with various internal and external stakeholders in order to formulize monitoring and evaluation processes.

**Minhaj University** Lahore, Pakistan **Sept 2011 till Oct 2011**

**Designation: Lecturer-Visiting Faculty**

Taught Functional Brand Management, Business Communication as visiting faculty member to the students of BBA.

**Evenement**

Lahore, Pakistan ([www.evenementonline.com](http://www.evenementonline.com/)) **Aug 2009 till Dec 2010**

**Designation: Project Development Manager (Communication/Trainings Division)**

* + - * + Prepared strategic HR plan, proposals & power point presentation to expand market penetration for projects to potential clients.
        + Demonstrated strong business development & negotiation skills by communicating persuasively & effectively with wide range of internal &external potential clients to influence decisions.
        + Recruited, trained and developed sales team and administrative personnel to further enhance the organization’s services
        + Created a three-month implementation plan to for future activities and evaluated team’s key performance indicators over the plan.
        + Created a database of potential clients, and marketing campaign to maximize sales of events.
        + Produced sales/marketing literature and other marketing tools for the organization.
        + Created operational strategies including, pricing policies, terms and conditions, reservations, and finance procedures.

**NetSol Technologies** Lahore, Pakistan ([www.netsolpk.com](http://www.netsolpk.com/)) **Sep 2007 till August 2009**

Designation: **Officer HR**

* + - * + Assisted line managers in effectively implementing and monitoring company policies.
        + Supervised, HR Coordinator, Personnel Clerk, Secretary and administrative staff.
        + Evaluated the performance of HR Coordinator.
        + Conducted disciplinary and grievance interviews.
        + Advised staff on conditions of employment, entitlements, maternity leave, etc.
        + Recruited and selecting employees.
        + Developed staff in various job descriptions.
        + Verified/supplemented case data via file searches and data base assessment.
        + Maintained weekly case log and purge files, ensuring timely handling.
        + Handled departmental communication which also includes communication with overseas PMOs (Project Management Officers).
        + Handled the overall billing of an overseas Joint Venture Unit.
        + Updated and maintained the database about training &development trends and opportunities.
        + Prepared and conducted customized training programs in coordination with line manager.
        + Generated Quarterly Reports against predetermined performance indicators.
        + Made necessary travel arrangements for resources going abroad on assignments. This included preparing their visa applications, ticket arrangements, coordination with overseas office and making arrangements for their boarding and lodging and traveling.
        + Worked as editor for company’s internal Newsletter.

**Mobilink GSM** Lahore, Pakistan (www.mobilinkgsm.com)

**Designation: Call Center Representative**

* Produced activity reports.
* Took calls regarding customer queries

**THE POST** (**KHABRAIN GROUP OF NEWSPAPERS)** Lahore, Pakistan (www.thepost.com.pk)

**Designation: Apprentice** **Sub-Editor**

* Creative writing (such as Articles, Stories etc)
* Conducted interviews of various celebrities.
* Covered events as a fashion reporter.
* Coordinated photo shoots for the magazine.

## Computer Skills:

Microsoft Office (Word, Excel, PowerPoint), MS Visio,Inpage, Internet usage., urdu inpage

## Languages:

* ENGLISH LEVEL : Read - Write - Speak
* URDU LEVEL : Read - Write - Speak

PUNJABI LEVEL : Read - Write - Speak

## Interest:

* Blogging
* Translation, Transcribing
* Listening Music
* Creative Writing
* Travelling
* Socializing