

SIDRA BATOOL QURESHI

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SUMMARY

Dynamic professional with a diverse career, ranging from social mobilization and event assistance to communication management. Proven leadership as Center Coordinator for Azam-e-Nujawan project and successful tenure as an Event Manager at Spotlight Productions. Expertise extends to social media management, gained at the National Commission for Minorities. Recognized for leadership in HIV awareness initiatives, including leading a group within the Trans community. Recent role as Communication Officer in HR at Engro Vopak & Energy Terminals, showcasing adaptability and versatile skills. Seeking opportunities to contribute a wealth of experiences and skills to a new and exciting challenge.

WORK EXPERIENCE

Communication Officer (HR Department) - Engro Vopak & Energy **May 2022 - Nov 2023**

Terminals

- Implemented effective communication strategies to bridge information gaps within the HR department.
- Executed initiatives promoting a positive workplace culture, aligning with company values.
- Fostered transparent communication channels between employees and HR, addressing queries and concerns promptly.

DEO, Monitoring & Evaluating Officer - Humraz Male Health **Feb 2020 - May 2022**

Society & Sub Rang Society

- Executed data collection, analysis, and reporting for monitoring and evaluation.
- Led a team in HIV awareness campaigns and collaborated with marginalized communities.

Social Media Manager - National Commission for Minorities **Jan 2019 - Jan 2020**

- Developed and implemented social media strategies for effective outreach.
- Managed content creation, engagement, and analytics to enhance online presence.

Event Manager - Spotlight Productions **Sept 2018 - Dec 2018**

- Led end-to-end event management, from conceptualization to execution.
- Oversaw budgets, timelines, and vendor relationships to deliver successful events.

Center Coordinator - Azam-e-Nujawan (Pakistan Youth Alliance) **Aug 2017 - Aug 2018**

- Orchestrated program activities, overseeing their implementation and impact.
- Coordinated with stakeholders to ensure the success of youth-focused initiatives.

Event Assistant - Hive Karachi **Jun 2016 - July 2017**

- Collaborated in planning and executing events, ensuring seamless operations.
- Managed logistics, coordination, and participant engagement during various events.

Social Mobilizer, GEP Project and Liyari Peace Conference **Feb 2016 - May 2016**

- Facilitated workshops and events to educate and mobilize community members.
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EDUCATION

Bachelors in International Relations

University of Karachi

ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Event Management, MS Office, SAP, Photography, Videography, Canva, Logistics Management, Social Media Strategy, Monitoring and Evaluation Tools
- **Languages:** English, Urdu, Punjabi, Sindhi
- **Certifications:** Project Management Professional (PMP),
- **Awards/Activities:** Road Safety Conference, Youth Disaster Management Workshop, Board Member at HOPE, MAP and Sub-Rang Society