

# ZOHA JAVED

COMMONWEALTH SHARED SCHOLAR'23 | UNIVERSITY OF NOTTINGHAM  
SOCIAL RESPONSIBILITY, ESG, PROJECT MANAGEMENT, AND PUBLIC POLICY

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## OBJECTIVE

With a dedicated focus on SDG 1, SDG 4, and SDG 11, my passion lies in developing impactful solutions in low- and middle-income countries (LMICs). Leveraging my background as a Commonwealth Shared Scholar and skilled public speaker in public policy, I aim to advance global sustainability and promote international cooperation on a significant scale within LMICs.

## SKILLS

- **Field of Expertise:** Social Responsibility, Public Policy Analysis, ESG, Project Management
- **Languages:** Urdu (Native) & English (Fluent)
- 360 Marketing
- Public Speaking
- Organization Development
- Content Writing/SEO
- Social Media Marketing
- Graphic Designing
- Film Production
- Leadership & Management
- Partnership Outreach & Mgt

## RESEARCH

**The Role of Labor Laws and Policies in Upholding Labor Rights in the Garment Industry of Punjab**

## EDUCATION

**MA PUBLIC POLICY – 25<sup>TH</sup> SEPTEMBER 2023 • UNIVERSITY OF NOTTINGHAM (UON)**  
On Commonwealth Shared Scholarship

**BACHELORS IN PUBLIC ADMINISTRATION • 1<sup>ST</sup> SEPTEMBER 2021 • NUST H-12 CAMPUS ISLAMABAD**  
CGPA: 3.88

## EXPERIENCE

**MANAGER CSR • IMARAT GROUP • JULY 2022 – AUGUST 2023**

Youngest Manager in the Group responsible for managing the CSR portfolios of all the subsidiaries of the group – IMARAT, Graana.com, Agency21, & PropSure.

*Key Campaigns:* Flood Relief Campaign 2022, [TameerSeTaleem](#), STEAM Safer Program, Basera Trust Day, Graana Loves Animals, ESG Integration, Ramadan Campaign, Turkiye-Syria Donations.

**MTO MARKETING • GRAANA.COM • AUGUST 2021 – JULY 2022**

5 Month Rotation in Content Writing, Social Media Marketing, Online Marketing, SEO, and Graphic Designing. 1 Month Rotation in Organizational Development.

Project Lead of [Tameer Se Taleem](#) – CSR Initiative to promote SDGs in Pakistan's construction sector.

**BUSINESS OWNER • ZO'S PASTA • 19<sup>TH</sup> OCTOBER 2019 – 13<sup>TH</sup> JULY 2020**

A pasta business in Islamabad, with a targeted market in the NUST H-12 Campus. 50+ Sales with break-even points achieved. The business had to be closed due to Covid-19.

**MARKETING INTERN • INSTROCHEM SERVICES • 12<sup>TH</sup> OCTOBER 2020 – 30<sup>TH</sup> NOVEMBER 2020.**

Web content revamping via SEO strategies + conversion of the classical model of the company into a modernistic one.

**LEVEL 2 COPYWRITER • FIVERR • 1<sup>ST</sup> JUNE 2020 – 13<sup>TH</sup> JULY 2021**

Became a Level Two seller in just two months, with a solid five-star rating in copywriting, voice-over, and proofreading services. I have secured more than 50 excellent reviews from international clients and agencies as a high-quality writer



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PORTFOLIO



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Grade: A

Field study of the garment industries in the cities of Lahore and Faisalabad, analysis of labor laws and policies applicable in Punjab, and policy solutions to resolve the dilemma of labor exploitation in Pakistan's garment industry.

### **Kashmir: A Perpetual Episode of Denialism**

Grade: A

Analysis of the Kashmir issue under the lens of denialism from involved countries together with policy provision to resolve the decades-old contention.

### **The Mehrabadi Predicament**

Grade: A

A field case study in the slum area of Islamabad named Mehrabadi to study educational, health, housing, and sanitation issues. A research that will inspire the project "TameerSeTaleem".

## **CERTIFICATES & AWARDS**

- National Public Speaking Award (Runner-Up) in NUST Olympiad'19
- Best Essay, Best Group, Best Present Award – Istanbul Youth Summit 2023.
- Commonwealth Shared Scholarship Award 2023
- Future Icon by IMARAT
- Post- Pandemic Work Skills
- Excel Skills for Business – Macquarie University, Australia

**CONTENT WRITER • DIGITAL EXCALIBUR AGENCY • FEBRUARY 2020 – JUNE 2021**  
Designed and wrote Digital Excalibur's web content strategy via SEO tactics.

## **VOLUNTEER EXPERIENCE OR LEADERSHIP**

### **UoN Student Union – Member – October 2023 onwards**

Member of University of Nottingham (UoN) Public Speaking Society, Debating Union, Politics Society, and Model United Nations (MUN).

### **Istanbul Youth Summit – Fully Funded Participant – September 2022 – 09 February 2023**

Selected participant out of 22,000 international applications as a Fully Funded Candidate. 3 international awards – Best Presenter, Best Essay, and Best Group.

### **STEAM Safeer – Mentorship – November 2022 – Present**

Appointed as a Safeer Safeer/Mentor for STEAM Pakistan backed by Malala Fund to inspire young girls in Islamabad schools to follow their passion and drive.

### **Girls 4 Girls (G4G) – G4G Graduate – September 2022**

A five-week mentorship program covering communication, negotiation, public service, and leadership skills.

### **Tameer Se Taleem – 04 August – Present**

Initiated a CSR campaign, comprising Campaign Management & Coordination Between Construction Sites and HQs (beyond job role), Meetings with Key Partners - Baithak School Network, UNDP, British Council, Ministry of Planning & Development Pakistan, Islamabad District Commissioner, CDA, and so on.

### **SAGE: Solutions for a New Age + Islamabad Global Shapers – July 2020 – August 2020**

Leadership Bootcamp to Ignite Post-Pandemic Skills - Certified

### **NUST Debating Society – Speaker – 10<sup>th</sup> September 2019 – 1<sup>st</sup> January 2020**

Finalist in Quaid-e-Azam University's National Declamation Competition  
Runner-Up Award in National Public Speaking Competition at NUST

## **REFERENCES**

### **FARHAN JAVED – GROUP DIRECTOR GRAANA.COM**

farhan@graana.com

### **KHUSHBAKHT SOHAIL – EX ASSISTANT PROFESSOR NUST – UN WOMEN**

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