

Anjuli AZIM

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> BIO

An 80's baby born with a unique cultural heritage, my Franco-Pakistani self enjoyed a whole 18 years in the capital of Pakistan before finding myself in South of France on a fulfilling educational artistic adventure. Fearlessly finding the perfect balance of my multicultural & multilingual richness, I've been able to hop around the globe, challenging myself constantly. Be it starting up a flourishing business at 25, or looking at life's moments through a lens, jumping on a stage to tell a story, on a plane with essentials, camera equipment, my backpack & motorcycle helmet - always embracing new opportunities, adapting to different environments & learning new things every step of the way.



> OBJECTIVES

To work in a creative space where my skills & experience can be used & challenged for continued growth while contributing to the success of a business.

> PROFESSIONAL EXPERIENCE

MOTOFACTORY / SHOP MANAGER, PORTLAND, OR **USA** // APR - OCT 2015 // WWW.MOTOFACTORYPDX.COM

Not only responsible for administrative tasks, including creating a cohesive work environment for coworkers & ensuring a unique, positive, informative & fun experience for customers, but also assisted mechanics with motorcycle servicing, ordering parts & supplies. In my dual role I was also managing shop marketing initiatives to grow the business, including crafting a social media strategy with content that boosted our Instagram following by 42% in 4 months. Photographed content for the google profile, creating a solid database of images to target a specific clientele.

JADOO / FOUNDER AND OWNER, LYON, **FRANCE** // APR 2009 - OCT 2011 // WWW.JADOO.FR

Brought to life a concept of promoting traditional craft & original articles from Pakistan/India/Kashmir/Afghanistan. Boutique set-up & design, curated/built product displays, budget & expense reports, advertising & marketing, logistics, travel to Pakistan to select & buy products, local market promotion, styling photoshoots. Immediate profit within the first year. Gained positive attention from a diverse audience & population. Engaged in artisan interviews to share/establish a personal connection & public outreach. Created database for clients, held private sales and invite-only events at the store. United a community in the neighbourhood with a new outlook on modern day Pakistan and that subcontinent. Recognised as a "must see" shopping destination by Lyon's shop guide.

OTHER EXPERIENCE OVER THE YEARS, ALL OVER THE **WORLD**, SOLAR SYSTEM // 2005 - 2009

English teacher/ Interpreter/ Sales person / Waitress / Bartender/ Baby sitter/ Tour Guide

> *VOLUNTEER EXPERIENCES // (When you don't have a work permit you gotta get creative!)*

WHITE BIRD / BRAND AMBASSADOR, PORTLAND, OR **USA** // SUMMER 2015

Promoted events & subscriptions to the public at large street fairs. Achieved outstanding customer service & community outreach & engagement to diverse clientele for the promotion of the upcoming season. Expanded client directory & promoted cultural dance scene. 50% more sign-ups than last summers promo mission.

PORTLAND CENTER STAGE - ARMORY THEATER / ASSISTANT, PORTLAND, OR **USA** // APR 2012 - NOV 2015

Assisted with all office & administrative responsibilities, including, but not limited to: subscriber mailings, donor cultivation, stewardship, communication, database organization & event promotion. Ushered attendees for more than 25 shows.

BRODY THEATER BOX OFFICE & LIGHT / SOUND TECHNICIAN, PORTLAND, OR **USA** // FEB 2014 - MAY 2015

Administered ticket sales & house production. Coordinated general lighting of stage & sound control. Informed & prepared actors for call times & line-ups for more than 30 shows.

'LE MONDE' FRENCH IMMERSION PUBLIC SCHOOL / TEACHING ASSISTANT, PORTLAND, OR **USA** // SEPT 2012 - JUNE 2014

Directed & assisted with kitchen preparation, lunch, recess, Physical Education classes & extra curricular activities such as field trips, being an asset as one of the only native French speakers on staff. Engaged in structured discipline & child supervision.

> *EDUCATION*

TEFL/TESOL - Certificate, TEFL MONTPELLIER, **FRANCE** // 2006

BA LLCE - Language, Literature & Foreign Civilizations, University of AIX-MARSEILLE, **FRANCE** // 2005-2006

BA Visual Arts - University of AIX-MARSEILLE, **FRANCE** // 2002-2005

A-levels - Art & Design/ English Literature/ Urdu, ISLAMABAD, **PAKISTAN** // 1999-2001

GCSE - Art & Design/ Commerce/ History/ English Literature, English Language, French, Urdu/ Islamiyat, ISLAMABAD, **PAKISTAN** // 1996-1999

> *SHORT COURSES / WORKSHOPS*

Welding Course - PNCA, PORTLAND, OR **USA** // SEPT-OCT 2012

Textile Design Course - PNCA, PORTLAND, OR **USA** // JULY 2012

Adobe Creative Suite fundamentals - PNCA, PORTLAND, OR **USA** // JUNE 2012

Photography Course - Newspace Center for Photography, PORTLAND, OR **USA** // JAN 2012

> *SKILLS & FUN FACTS*

- _ Fluent in French / English / Urdu & Hindi (Can actually cook up some serious Bollywood dance moves myself)
- _ When it's nice out you can find me on a moto with my film & digital camera strapped around me, my partners in crime.
- _ I travel the world in quest of constant connection with the desire of adopting customs & traditions enabling me to broaden my perspectives & inspire me in the most amazing ways.
- _ Active social media participator and curator. #noseflies.
- _ Electronics fascinate me, Arduino courses & soldering together modular synthesizers help keep the geek in me alive.