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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. Whether I am starting up a flourishing business at age 25, or looking at life's moments through a lens, jumping on a stage to tell a story or on a plane with essentials, camera equipment, my backpack & motorcycle helmet - I am always embracing new opportunities, adapting to different environments & learning new things every step of the way.

> OBJECTIVES

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

> PROFESSIONAL EXPERIENCE

THE JOINT CHIROPRACTIC / WELLNESS COORDINATOR, PORTLAND, OR **USA** // JUL 2017 - PRESENT // WWW.THEJOINT.COM

As a Wellness Coordinator at The Joint Chiropractic, I am the first point of contact for members & new patients. **Playing a key role in making each of them feel at home & welcome**, making sure that the patient understands the importance of routine chiropractic care to ensure a pain-free existence. **Participate in trade fairs & marketing opportunities** to help the clinic build new guests & members counts, connecting with local wellness related businesses.

The Joint has grown to a nationwide network of more than 400 chiropractic offices & counting. We are the leader in delivering chiropractic care, performing more than four million spinal adjustments a year.

BIKE SHED MOTORCYCLE CLUB / SALESPERSON, LONDON, **UK** // APRIL - DEC 2016 // WWW.THEBIKESHED.CC

Exercising my **knowledge & expertise of motorcycle apparel & accessories** to clients & riders in a place that is considered a true **Mecca for the motorcycle community** around the world. It was my job to guide the customers about **technical information regarding moto gear** & finding the right fit, both body-wise & budget-wise. Responsible for **weekly inventory**. A **fun & unforgettable tailor-made shopping experience** made unique with amazing **products personally curated** by myself and the shop team.

NIUME / SOCIAL MEDIA & COMMUNITY MANAGER, LONDON, **UK** // JAN - APRIL 2016 // WWW.NIUME.COM

In my few months at this extremely **successful startup company** based in the hub of London's most **creative spaces**, I gained extensive knowledge about social media. Through this **community-driven blogging platform** I regularly **created fresh & enthralling content** for over a dozen blogging "Spheres", **trained in creator acquisition and community management & responsible for daily social media posts** mainly on the companies Twitter & Instagram account. Made a **substantial increase in the users** registered & creating content on Niume.

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 their Instagram following by 42% in 4 months**. Photographed content for their 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/LEGACY/EN

Brought to life a concept of **promoting traditional craft & original articles from Pakistan/India/Kashmir/Afghanistan**. **Designed & set-up boutique**, curated/built product displays, handled budget & expense reports, **advertising & marketing**, logistics, **travelled 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 neighborhood with a new outlook on modern day Pakistan and that subcontinent. **Recognized as a "must see" shopping destination** by Lyon's shop guide.

> VOLUNTEER EXPERIENCES //

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

Art of Film Making (I)- Certificate, NW FILM CENTER, PORTLAND, **USA** // Jan-April 2017

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**

_ 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.

_ Electronics fascinate me, Arduino courses & soldering together modular synthesizers help **keep the geek** in me alive.