

— EDUCATION —

Emerson College - Boston, MA

Expected Graduation: December 2026

B.A. Business of Creative Enterprises

GPA: 3.98

Awards: Trailblazer Award (2023), Emerson Dean's List (Spring, Fall'24, Spring, Fall'25, Spring'26)

Indus Valley School of Art and Architecture - Karachi, Pakistan

Transfer: May 2023

B.A. Communication Design

Awards: IVS Dean's list (Spring 2020, Fall 2020, Spring 2021, Spring 2023)

— PROFESSIONAL EXPERIENCE —

Burg&Shaw - Food Brand, United States

• **Marketing & Partnerships Strategy Associate** (April 2026 - Ongoing)

Analyzing survey data and market insights to guide media strategy, social campaigns, and partnerships.

Creativity@Emerson - College Program, United States

• **Program Assistant** (January 2026 - Ongoing)

Organising strategy and designing marketing materials for engagement of Creativity@Emerson events.

ArtsEmerson - Contemporary Theatre, United States

• **Marketing Strategist** (January 2026 - Ongoing)

Designing promotional tactics for the ArtsEmerson 2026 program to increase ticket sales. Outreach and establishing relationships with collaborating organizations in the Boston area to promote the theatre.

The Glassworker - Feature Film, United States

• **Marketing Strategist** (August 2025 - December 2025)

Developing promotional strategies for the North American theatrical release of "The Glassworker", including physical activations and social media content. Communicating with influencers and tracking campaign posts.

ARY Digital Network - Media Network, Karachi, Pakistan

• **Creative Producer** (Consultant, March 2024 - Ongoing)

Developing innovative storylines and overseeing production for 9 new television projects, designed to engage untapped demographics in the Pakistani drama market and present progressive narratives to mass audiences.

• **Brand Designer** (Freelance, April 2024 - September 2024)

Visual identity, logo, and brand design for the network's subsidiary production company, "3's Entertainment."

Obscura Films - Film Production Company, International

• **Animation Supervisor** (Consultant, June 2024 - January 2025)

Administered feedback and managed a team of 7 animators and concept artists on studio projects.

• **Brand Design Lead** (Freelance, February 2024)

Creation of company logo and brand identity. Oversaw the production of the company's intro animation.

Mano Animation Studios - Animation Company, Karachi, Pakistan

• **Character Designer** (Full time, January 2019 - May 2023)

Designed character sheet assets for animated feature film, "The Glassworker." Administered feedback to the animation department to maintain design consistency during film production.

• **Production Board Artist** (Full time, January 2019 - May 2023)

Illustrated 128 detailed film stills for "The Glassworker" to be used as shot references by animators.

• **Animator** (Full time, June 2018 - May 2023)

Hand-drew over 60 character animations, and blocked animated shots for "The Glassworker."

— HONOURS & ACHIEVEMENTS —

2025 Oscars Official Selection (Pakistan) "The Glassworker" (2024) for Best International Feature Film

Cannes Film Festival Feature "The Glassworker" (2024)

Annecy Film Festival Official Selection "The Glassworker" (2024)

Lightbox Expo 2024 "The Glassworker" Premiere presented by Disney veterans, The Bancroft Brothers

— SKILLS —

• Adobe Photoshop • Adobe Illustrator • Adobe Premiere Pro • Canva • MS PowerPoint • MS Excel •