Sana Tahir

Project Manager

The City School | Roots IVY |
MGC Developments | Hashi Group

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Education

ARDEN University, UK School of Management Sciences **2023 - 2024**
Master of Science, Project Management

RIPHAH International University, Islamabad **2014- 2016**
Master's in Media Studies and Communication

FAUJI Foundation University of Engineering and Management Sciences, Rawalpindi **2010 - 2014**
Bachelor's in Telecommunications Engineering

Experience

University Of Bolton

Campus Co-ordinator | Marketing Lead & Admissions Manager ***January 2025 – Till Date***

- **Plan and execute events** including seminars, workshops, guest lectures, and student activities by managing logistics, promotions, and stakeholder coordination.
- **Enhance student engagement** by serving as a liaison between students and administration, supporting clubs/councils, and fostering participation in academic and extracurricular programs.
- **Facilitate communication** with students, faculty, and external partners, organizing guest visits, and representing the institution at external events when required.
- **Handle administrative duties** such as maintaining event records, preparing reports, managing budgets, and assisting with scheduling and correspondence.
- **Drive outreach initiatives** by collaborating with NGOs, corporates, and educational partners for joint events, CSR activities, and internship/placement coordination.
- **Support academic operations** by assisting in scheduling academic calendars, examinations, faculty meetings, and tracking student attendance/progress as needed.

The City School

Academic Tutor | Marketing Lead & Admissions Manager ***May 2023 – November 2024***

- Executing marketing plans in Rawalpindi and Islamabad branches, managing a team for communication and PR activities.
- Hands-on experience organizing campaigns for digital content.
- Close coordination with directors and management to execute strategies for branch growth, PR and academic targets.
- Maintain liaison with governmental and private entities for student internship, volunteering and counseling.
- Training and supervision of admission staff to adequately respond to prospective students and parents for admission.
- Workshops with IT to automate admission and in-class learning via personalized Learning Management System (LMS).

Roots IVY | Islamabad (Head Office)

Social Media and Marketing | Admissions Team ***Feb 2021 - April 2023***

- Supervised the revamp project for brand image with respect to the launch of new verticals across the organization.
- Lent logistic and operational support at events and oversaw production of flyers, posters, digital banners, and newsletters.
- Planned and crafted ads and engaging content, including social media posts, blogs, videos, infographics, and stories.
- Collaborated with staff and students to lead content creation for storytelling/BTS to promote school-audience relationship.
- Oversaw training workshops for social media handlers for professional conduct on platforms.
- Conducted post-event evaluations to assess success and identify areas for improvement.

MGC Developments I Islamabad

Public Relations and Communication Manager ***March 2018 - Feb 2021***

- Executed inclusive PR strategies to effectively communicate to MGC Developments' target audience and stakeholders.
- Managed relationships with media outlets, journalists, and influencers to maintain positive media coverage for the company.
- Created press releases and other communication materials to announce company news, product launches, and achievements.
- Oversaw content creation on several communication channels, including articles, blog posts, and social media.
- Managed internal and external communication initiatives to keep employees and stakeholders engaged in the company's goals.
- Ensured effective PR and communication budget management to leverage resources beneficially and achieve desired outcomes.
- Monitored media coverage, social media engagement, and PR performance analytics to track communication performance.

Hashi Group of Companies I Islamabad

Event & Marketing Coordinator ***March 2016 - Feb 2018***

- Planned company events, such as seminars, conferences, product launches, and community engagement.
- Lead social media projects, email marketing, and online advertising to ensure successful campaigns.
- Coordinated with vendors, providers, and sponsors to secure services and materials for events and marketing activities.
- Managed event logistics, such as venue selection, catering, audiovisual setup, and onsite event operations.

Entrepreneurial Experience

Whimsical Flower Art (Islamabad)

Founder **Feb 2020 - Present**

- A creative self-startup, involving sale of various products centered on gifting and décor.
- Products and services include fresh flower boxes/bouquets, gift baskets/boxes, gift wrapping, and favor boxes.
- Services also include personal and professional event décor, completely tailored to client's requirements.
- The product and services are marketed on social media platforms, primarily via Instagram.
- Whimsical Flower Art has been a part of pop-up events and festivals in Islamabad, with an exceptional response.

Workshops

- The International Conference on Leadership, Entrepreneurship and Business Management.
- Course in Marketing and Management System for Schools organized by ICE Pakistan.
- Comprehensive HR management workshop conducted by The Benchmark. School System. Science communication workshop, focusing on mastering good science communication.
- Workshop on Admissions Strategy and Academic Progressions by Roots International School.

Certifications

- **Fundamentals of Digital Marketing**
  - Google Digital Garage Project

- **Management Professional -PMP®** (In Progress)
  - Project Management Institute - PMI

Volunteer Work

Vontunerred: Paws for a Cause (Charity Event for Pet Owners)
Undertook various management tasks at a charity event for pet owners and animal lovers, to raise awareness and funds for local animal shelters and rescue organizations.

Extracurricular Activities

Active participation in community (pop-up events and activities), victory in sport competitions (badminton), winning university debate participation, and organization of seminars (3G/4G Technologies during undergraduate term & Media & New Technologies during the MS program).

Skills

- **IT Skills:** Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Google Docs
- **Management Skills:** Experienced in effectively persuading relevant parties for the benefit of the company.
- **Communication Skills:** Ability to collaborate spontaneously in team settings and foster a healthy and friendly work environment among staff.