

Shaheera Hayat

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EDUCATION

National Defence University	Islamabad
MPhil Governance and Public Policy	2025-27
University of the Punjab	Lahore
MSc Sociology	2018-20

WORK EXPERIENCE

Institute of Regional Studies (IRS)	Islamabad
<i>Internee</i>	Apr 2025 - Ongoing

- Conducted in-depth literature reviews and data analysis on climate governance and citizen engagement to support evidence-based policy recommendations and research publications.
- Assisted in drafting research articles, policy briefs, and grant proposals, contributing to the development of impactful content for national and international stakeholders.
- Collaborated with senior researchers and cross-functional teams to design and implement qualitative and quantitative research methodologies, including surveys and interviews.

NCRI	Islamabad
<i>Assistant Manager- Project Sales</i>	Apr 2023 - Mar 2024

- Developed and executed strategic sales plans to drive revenue growth and expand market presence. Collaborated with the sales team to identify opportunities and leverage competitive advantages, resulting in increased sales revenue within a short timeframe
- Provided leadership and guidance to a team of sales professionals, fostering a culture of accountability, motivation, and continuous improvement. Developed and delivered comprehensive sales training programs to equip team members with the necessary skills and knowledge to achieve sales targets and exceed customer expectations.
- Cultivated and maintained strong relationships with key clients to ensure customer satisfaction and long-term loyalty and maximized client retention 5 times through effective relationship management strategies.

Graana.com	Islamabad
<i>Assistant Manager- Project Sales</i>	Dec 2022 - Mar 2023

- Developed and executed comprehensive sales training programs, enhancing sales representatives' skills and boosting sales effectiveness by 55% of 6 member team.
- Effective sale closures through effective branding over different social media platforms and successfully managed a portfolio of over Rs.50 million.
- Conducted thorough analysis of employee-related data to identify trends and opportunities for improvement, leading to the implementation of targeted strategies that resulted in a 15% increase in overall team productivity.
- Managed client portfolio and supervises day to day productivity in a CRM software "ARMS".

Zameen.com	Islamabad
<i>Business Development Associate</i>	Aug 2022 - Nov 2022

- Collaborated with cross-functional teams to streamline project processes, ensuring timely delivery and meeting all sales deadlines while maintaining required KPIs in CRM software "PROPFORCE".

- Proactively identified and cultivated a stream of potential leads by conducting comprehensive market research and analysis.
- Implemented effective communication strategies between departments, resulting in a 20% reduction in project delays and improved overall efficiency.

LEADERSHIP EXPERIENCE

Child Welfare and Protection Bureau (CPWB)
Field Internee

Lahore
Jun 2019 - Aug 2019

- Conducted in-depth research and analysis on the operation and communication methods of the bureau, collaborating with various social agencies like SOS Village across the nation, resulting in a 20% improvement in inter-agency coordination.
- Implemented behavior modification techniques and problem-solving strategies to aid children and their reunified families, resulting in a 30% decrease in disruptive behaviors among children within six months
- .Developed and executed society fundraising strategy, encompassing prospect research, segmentation, and communication campaigns across digital and offline channels. Created and edited fundraising materials, expanded donor network through online and offline contact acquisition, and cultivated donor relationships to upgrade the standard of living of destitute children.

SKILLS & COMPETENCIES

Skills

: MS Word, Excel, PowerPoint, Google Workspace Navigation, SPSS, NVivo, Tableau, Google Analytics, Outlook, SAP, English (C1).

Competencies:

Project and task management, Versatility and adaptability, Client Orientation, Drive for Results, Teamwork (Collaboration) and Inclusion, Business Judgment and Analytical Decision Making, Communication.