

Sidra Faisal

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Profile

A strategic and results-driven professional, I excel in leadership, problem-solving, and business innovation. Passionate about driving growth and optimizing operations, I thrive in dynamic environments, bringing a visionary mindset and analytical expertise to every challenge. With strong communication, digital proficiency, and a global perspective, I am committed to delivering impact, inspiring teams, and transforming ideas into success.

Education

Master of Business Administration, NUST 🔗	2025 Islamabad, Pakistan
Bachelor of Business Administration (BBA), IIUI 🔗	2019 – 2023 Islamabad, Pakistan

Professional Experience

Administrator, CSS Aspirants' School	2021 – 2025 Islamabad, Pakistan
Brand Specialist, Natural Harmony	2024 – 2025 Islamabad, Pakistan
Project Manager, ASAS International	2023 Islamabad, Pakistan
Intern, Pakistan Atomic Energy Commission	07/2024 – 09/2024 Islamabad, Pakistan
International Student Exchange Counselor, FOCUS EDUCATIONAL CONSULTANTS	2023 Islamabad, Pakistan
Manager, Officers Academy	2020 – 2022 Islamabad, Pakistan

Projects

Revamp of Natural Harmony, Product to Presence	2024 – present
A strategic overhaul of <i>Natural Harmony</i> , involving a complex e-commerce launch, data-driven social media expansion, university retail integration, and a challenging shift to sustainable packaging—demanding precise execution for long-term market dominance	
Business Development, CAS	2021 – present
Develop a sustainable business model for CAS that supports CSS and PMS exam preparation	
HRM Manual	2024
Designed a complete HRM manual for Fire & Safety	

Project Head at ASAS

2023

Developing and leading multiple project at ASAS including Special Education Project, consultancy and an institute for CSS/PMS Preparation

Skills

Communication & Presentation — Executive Communication | Storytelling & Persuasive Presentations | Data-Driven Communication | Digital & Virtual Communication | Public Speaking & Business Writing

Leadership & Teamwork — Team Leadership & Collaboration | Cross-Cultural & Empathy-Driven Communication | Coaching & Mentorship | Strategic Decision-Making | Emotional Intelligence

Negotiation & Conflict Resolution — Negotiation & Persuasion | Conflict Resolution & Mediation | Crisis & Change Management | Stakeholder Dispute Handling

Adaptability & Stakeholder Engagement — Adaptability & Resilience | Networking & Stakeholder Management | Diversity & Cultural Intelligence | Risk & Uncertainty Management

Technical & Productivity Tools — Microsoft Office Suite (Excel, PowerPoint, Word, Outlook, Teams) | Google Workspace (Docs, Sheets, Slides, Meet) | Data Visualization (Power BI)

Languages

English		Urdu	
Punjabi		Pushto	

Organisations

Al-khidmat, Volunteer	present Islamabad, Pakistan
ICTA Volunteers Task Force, Volunteer	present Islamabad, Pakistan
SOS Children's Village, Volunteer	present Islamabad, Pakistan
E HANDS – Act For Humanity, Volunteer	present Islamabad, Pakistan