

ZAINAB NAEEM

SOCIOLOGY GRADUATE

zn396535@gmail.com | 0308 - 9480325

Rawalpindi, Pakistan

Sociology graduate with hands-on experience in NGO project coordination, program implementation, reporting support, and stakeholder engagement. Experienced in supporting multi-activity projects, coordinating with field teams, organizing events, and assisting in monitoring and documentation. Strong interest in program management within the development sector.

AREAS OF INTEREST

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| • Project Coordination and Support | • MS Office (Word, Excel Power Point) | • Event and Campaign Management |
| • Social Media Management | • Graphic Designing (Canva, Adobe Illustrator and Photoshop) | • Research Tools: SPSS (quantitative analysis), NVivo (qualitative analysis) |
| • Reporting and Documentation | | |

EDUCATION

- BS Sociology – Fatima Jinnah Women University, Rawalpindi (3.23 CGPA) (2020 – 2024)
- Intermediate (Arts) – Govt. Degree College for Women (2020)
- Matric (Science) – SOS Herman Gmeiner Girls High School (2018)

PROGRAMS & TRAINING

- Online Training for Emerging Women Leaders - PODA Pakistan (2026)

Successfully attended the **Online Training for Emerging Women Leaders** by Potohar Organization for Development Advocacy.

- Aspire Leaders Program (2025)

Participant in an International Leadership Development Program focusing on personal growth, leadership training, and professional development.

- **Community Service Initiative Program – CSR Forum Pakistan (2025)**

Active participant in a Community Service and Capacity-Building Program centered on social responsibility, volunteerism, and sustainable development projects.

PROFESSIONAL EXPERIENCE

- **Rehome Finds | May 2026 – Present**

1. Founded and manage a platform for buying and selling preloved items.
2. Create social media content, reels, and promotional campaigns.
3. Engage with sellers and buyers through social media platforms.
4. Design marketing materials using Canva and Flow ai.
5. Develop strategies to increase brand awareness and audience engagement.
6. Monitor social media trends and audience behavior.
7. Analyze engagement metrics to improve content performance.
8. Research market trends in the preloved goods industry

- **Project Intern – Legal ID Pakistan (2024-2025)**

1. Supported planning and implementation of multi-location awareness campaigns
2. Coordinated with field teams, universities, NGOs, and stakeholders
3. Assisted in project documentation, reporting, and activity tracking
4. Organized large-scale events including International Migrants Day
5. Supported monitoring of activities and follow-up actions
6. Managed program data, social media updates, and campaign materials

- **Intern – National Cleaner Production Center Foundation (2023)**

1. Assisted with environmental awareness projects.

- **World Health Organization – Intern (LQAS Assessment Project) (2022)**

1. Participated in Lot Quality Assurance Sampling (LQAS) to Monitor Polio Vaccination Coverage
2. Conducted Household Surveys and Community Interviews in Rural and Underserved Areas
3. Verified Immunization Records and Identified Gaps in Vaccine Coverage
4. Contributed to Improving Vaccination Strategies and Public Health Efforts in Polio Eradication
5. Gained Hands-On Experience in Field Data Collection, Community Engagement, and Public Health Evaluation

- **Al-Shifa Trust Eye Hospital – Community Volunteer (2022)**

1. Assisted Patients and Visitors, Especially the Elderly, in Navigating Hospital Services
2. Supported Patient Registration and Liaised with Staff for Smooth Service Delivery
3. Raised Awareness on Eye Health and Promoted Regular Check-Ups for Underprivileged Communities
4. Strengthened Skills in Community Service, Empathy, and Effective Communication

- **Graphic Design Trainee – Ashraf Chaudhary Associates (2022)**

1. Learned designing skills using professional tools like Adobe Illustrator and Adobe Photoshop.

- **Shifa Foundation – Community Volunteer (2021)**

1. Participated in Fundraising Campaigns, Donation Drives, and Awareness Events
2. Reached Out to Donors and Businesses to Support Healthcare and Education Programs
3. Conducted Community Outreach to Promote the Foundation’s Mission and Services
4. Developed Skills in Event Coordination, Public Engagement, and Teamwork

PUBLICATIONS

- Published an article in Strengthening Teaching and Research Capacity: Collaborative Partnership in Social Sciences “The Paradox of Declining Female Happiness”.

CERTIFICATIONS

1. Certificate of Participation for participating in the workshop titled, Understanding *Khudi* and its role in psychological wellbeing” held on 3rd April, 2026.
2. Certificate of Participation for completing the 2 Day assignment- based workshop, focused on *“bridging the gap between graduation and employment by addressing the real challenges faced by students in the job market”*.
3. Certificate of Appreciation for Participating as a Presenter at International Conference on Strengthening Teaching and Research Capacity.
4. Certificate of Appreciation for taking Training in Graphic Designing from Ashraf Chaudhary Associates.
5. Certification of Appreciation on Organizing a Seminar on Universal Health Coverage Day.
6. Certification of Participation in two year project titled intervention study to promote

health and improve healthcare knowledge and practices among young women at FJWU

7. Certificate for Participating in First Aid Training on National Disaster Awareness Day
8. Certificate of Participation for attending the Workshop on Responsible Digital Citizenship, organized by the Centre for Excellence in Journalism, Institute of Business Administration.
9. Certificate of participation from the Health Services Academy for organizing a seminar at the 13th Annual Public Health Conference, 'Shaping Healthcare Through Evidence: Pioneering Solutions for Disease Prevention & Control.
10. Certificate of Appreciation from the World Health Organization (WHO) and the Pakistan Polio Eradication Program for my role in conducting the quality assessment of immunization campaigns through Lot Quality Assurance Sampling (LQAS) Survey/Post Campaign Monitoring (PCM).

DISSERTATION

Parenting Management: Understanding Multi-Faceted Challenges of Parents in Career Development of Persons with Disabilities.

1. Conducted qualitative research using in-depth interviews
2. Applied thematic analysis to identify key themes and patterns
3. Developed a structured research report with key findings and recommendations
4. Explored challenges faced by parents in education and career development
5. Analysed qualitative data using **ATLAS.ti**