

SHAMA ZEHRA

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SUMMARY

To contribute to a dynamic and progressive organization that values leadership, transparency, and social impact—leveraging my extensive experience in program management, humanitarian development, and organizational leadership to drive sustainable growth and welfare initiatives.

WORK EXPERIENCE

HAYDARI BENEVOLENT TRUST (HBT)

Jan 2021 – Present

- Head of Widow & Orphan Support Program | Head of Healthcare Initiatives
- Lead strategic direction and operations for Widows & Orphans Program and Healthcare Initiatives.
- Independently manage program budgeting, execution, and performance monitoring.
- Build strong donor relationships and ensure transparent reporting.
- Coordinate with global Khoja NGOs, including KPSIAJ Karachi, The World Federation, Sajjadiyya Trust, UGI, Kassam Family Trust & so many.
- Oversee direct beneficiary engagement, ensuring equitable and efficient support delivery.

KHOJA LEADERSHIP FORUM (KLF)

Feb 2020 – Present

- Secretary of the Khoja Leadership Forum (KLF)
- Manage initiatives focused on strengthening philanthropy and leadership within the global Khoja community.
- Launch and oversee campaigns in Pakistan, India, Africa, Karbala.
- Handle international communications, fund management, and digital presence.
- Act as liaison between multiple charitable organizations and KLF.

ABUZAR TRUST (AZT) s BAGH-E-ZEHRA WELFARE TRUST (BZWT)

Jan 2021 – Present

- Program Support, Coordination & Management (Jan 2021 - Present).
- Support health initiatives and housing programs, including Qasr-e-Fatima (Widow Tower).
- Strengthen inter-departmental communication and ensure cross-program alignment.

KAREEM QUALITY RAGS (PVT) LTD

Jul 2019 – Jan 2020

- Manager - Sales & Marketing - Wipers
- Look after sales, marketing, and production for the Wipers and Used Clothing Department.
- Managed accounts, inventory, and administrative functions.

UNIVERSAL RAGS (PVT) LTD

Feb 2016 – Jun 2019

- Manager - Production, Sales & Marketing - Wipers
- Managed production, sales operations, and marketing strategy.
- Ensured departmental efficiency and accurate reporting.

ZAINABIA EDUCATIONAL SOCIETY

Jan 2016 – Dec 2018

- Consultant - Higher Education (Voluntarily)
- Counseled students on higher education and facilitated loan approvals.
- Oversaw recovery and compliance of education funding programs.

HUSSAIN TRUST

Oct 2012 – Jun 2019

- Head of Trust Operations
- Led multiple social projects, including Sakina Homes (Girls Orphanage), Batool Center/Dairat ul Maarif, Hawza Institute, and community programs.
- Managed welfare, food, housing, and clothing distribution programs.

NIB BANK LIMITED

Feb 2009 – Oct 2012

- Supervisor - Account Services Unit
- Key team member in launching the T24 Banking System across all branches.
- Conducted UAT, data migration, and system implementation.
- Awarded for successful nationwide system deployment.

HSBC BANK

Jun 2008 – Jan 2009

- Officer - Credit Management Unit
- Maintained MIS and coordinated collections for delinquent accounts.
- Liaised with Fraud Management Unit for case resolution.

CITI BANK N.A.

Apr 2006 – Feb 2008

- Phone Banker - Customer Services
- Handled customer service, issue resolution, and cross-selling of credit facilities.
- Monitored service quality through evaluation tracking.

PEAK TIME TRAVELS s TOURS (PVT) LTD

Feb 2005 – Mar 2006

- Ticketing & Admin Officer
- Managed domestic and international ticketing and administrative operations.
- Oversaw accounts and customer relations.

EDUCATION

2012 – M.A. Economics, University of Karachi

2009 – MBA (Finance), University of Karachi

2006 – B.Com, Govt. College of Commerce s Economics

2003 – Diploma in Business Administration (DBA), Western Graduate College

2001 – Matriculation, Karachi Scholars School

KEY SKILLS

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|---------------------------------------|---|
| • Organizational and time management. | • Program Development & Management. |
| • Corporate communications. | • Customer Service & Relationship Management. |
| • Technology Proficiency. | • Fundraising & Resource Mobilization. |
| • Database & Reporting Skills. | • Digital & Communication Tools. |
| • Philanthropy & Donor Relations. | • Operational & Administrative Leadership. |
| | • Ethical & Humanitarian Approach. |
| | • Cross-Cultural Collaboration. |

SHORT COURSES & CERTIFICATIONS

- Basic & Advanced Air Ticketing and Tariff Course
- Domestic & International Tariff & Ticketing
- E-Ticketing Certification
- Computer Hardware & Software (Basic to Advanced)
- Certificate of Participation - Appldea2Reality Program

ADDITIONAL ENGAGEMENTS

- Collaborated with NGOs including Masomeen Trust, Future Youth Group (FYG), Umeed Social Work (AJK), and Abbaspurian Welfare Society (AJK).
- Active involvement with KPSIAJ welfare cases.
- Joint Secretary of Muhammadi Welfare Foundation / Muhammadi Blood Bank.
- Association with the National Democratic Institute (NDI) and the Netherlands Students Organization on youth and governance programs.
- Engagement with different charitable organizations.
- Collaborated with Pakistan Navy on Sustainable Development Goals (SDGs).
- Association with Agha Behjat Medical Center / Shah Bano Medical & Welfare Org.
- Science Foundation / UN's Sustainable Development Goals (SDGs).

REFERENCES

- Available upon request.