

Fasih ur Rehman

Senior Manager – Operations & Strategy

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Islamabad

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Overview

Operations and program management professional with 7+ years of experience in the social development and innovation sector, specializing in operations leadership, stakeholder management, program execution, and organizational coordination. Proven track record of managing multi-stakeholder projects, leading teams, coordinating with NGOs, government bodies, donors, and private-sector partners, and ensuring smooth implementation of development initiatives. Experienced in working under pressure, managing resources efficiently, and supporting mission-driven organizations focused on inclusion, empowerment, and sustainable impact. Fluent in English and Urdu with strong leadership, communication, and problem-solving skills.

Work Experience

KNCT Hub, Islamabad

March 2022 – Present

Senior Manager – Operations & Strategy

- At KNCT Hub, I lead operational planning and execution for social innovation, entrepreneurship, and development-focused programs. I oversee day-to-day operations, manage teams, coordinate resources, and ensure the smooth delivery of training programs, incubation initiatives, and stakeholder engagements.
- I work closely with NGOs, development partners, government institutions, donors, startups, and private-sector organizations to support inclusive growth and community-oriented initiatives. My role includes operational planning, monitoring program performance, managing logistics for large-scale events and workshops, and ensuring timely execution aligned with organizational objectives.
- I also contribute to strategic planning, develop SOPs, improve operational workflows, and support leadership through reporting, documentation, and performance tracking –ensuring efficiency, accountability, and impact across programs.
- Provide digital engagement insights, content direction, and social media analytics to leadership for decision-making. Support startups in creating pitch decks, investor-facing communication, and fundraising strategies to secure grants and partnerships.

Work Experience

Community Engagement & Advocacy:

- Collaborated closely with a diverse range of community stakeholders to advocate for the importance Quality Education, Reduced Inequalities, and Partnerships for the Goals.
- Assisted Amal Academy in the education sector to improve access to quality education for underprivileged communities.
- Supported NOWPDP in initiatives for people with disabilities, promoting inclusion and equal opportunities for marginalized groups.
- Led multiple awareness campaigns for the “Community Leads the Total Sanitation (CLTS) Project” in collaboration with the Public Health Engineering Department (PHED) in District Mansehra & Charsadda, KPK, focusing on community-driven sanitation solutions for rural populations.

Leadership & Mentorship:

Lead and mentor teams and in-house startups in strategic thinking and innovative problem-solving approaches that align with global sustainability practices, encouraging the development of solutions that contribute positively to the SDGs.

AWESOME FOUNDATION (GLOBAL):

AUG 2020 - Present

As a part of the Awesome Foundation (Pakistan chapter) at KNCT, gathered grants for local startups and, at the same time, organised quarterly events in which participants from all over Pakistan take part, with winners receiving grants for their startups.

PESHAWAR UPLIFT PROGRAMME:

June 2022 - March 2023

Assisted in establishment of the Project Management & Implementation Unit for the Peshawar Uplift Programme, Government of Khyber Pakhtunkhwa (KP), serving as the Design Team Manager.

MANAGER OPERATIONS

Nov 2018 - March 2022

KNCT Hub

- Managed operations for multiple development programs focused on youth, entrepreneurship, freelancing, and social innovation.
- Coordinated training sessions, workshops, and community engagement activities while supervising operational staff and ensuring compliance with organizational standards.
- Worked closely with partners, trainers, and stakeholders to deliver programs on time and within scope. Maintained operational records, supported monitoring and evaluation processes, and assisted leadership in decision-making through structured reports and performance updates.
- Oversaw public relations, digital media content, and communication workflows for various programs and initiatives.
- Coordinated awareness campaigns with government departments, ensuring effective media and public outreach.

Work Experience

Event Management

A major part of my role involves managing PR, media coordination, and communication strategy for high-profile international and corporate events. Over the years, I have coordinated and managed operations for high-profile national and international events, including collaborations with Meta/Facebook, Google, TEDx, and other development and innovation partners. I was responsible for internal coordination, stakeholder communication, operational readiness, vendor management, and on-ground execution from KNCT's side.

Digital Content Specialist (Project-Based)

Nov 2017 – Present

FilmiProductions (DigitalContent&MediaProduction House)

- Collaborated with Filmi Productions—a creative studio specializing in digital content, advertisements, short documentaries, and social media campaigns—to support various client projects across multiple industries.
- Led digital marketing strategy and execution for select projects, including content planning, audience targeting, and social media optimization.
- Developed compelling digital content, including scripts, storyboards, captions, campaign messaging, and branded posts aligned with client objectives.
- Worked closely with production teams to produce short-form video content, promotional clips, and digital advertisements for social media platforms.
- Created and optimized content calendars, ensuring timely delivery of high-quality creative assets for digital campaigns. Provided creative direction and content insights to align storytelling with brand tone, campaign goals, and target audience behavior.

Digital Marketing & Media Consultant (Project-Based)

March 2023 – August 2025

Optimize Digital

- Provided project-based consultancy on digital marketing, social media strategy, and digital media campaigns, supporting multiple clients across corporate, development, and public sectors.
- Developed data-driven digital strategies to strengthen online presence, improve brand communication, and increase audience engagement across platforms.
- Created and executed social media campaigns, including content planning, post scheduling, ad optimization, and community engagement.
- Designed compelling digital content—posts, short videos, scripts, captions, and campaign visuals—aligned with brand identity and campaign goals.
- Collaborated on brand communication and PR initiatives, supporting message development, reputation management, and targeted media outreach.
- Supported event coverage by coordinating photography, videography, and social media updates for corporate and public events.

Work Experience

COMMUNICATIONS CONSULTANT

June 2016 – Sep 2017

ISLAMABAD WOMEN CHAMBER OF COMMERCE & INDUSTRY

- Liaised with public and private partners to ensure effective coordination. Managed PR activities, press briefings, social media platforms, and content development for events and campaigns. Looked after Public Relations of IWCCI through media briefings, social media platforms, press releases and press conferences.

ASSIGNMENT REPORTER

FEB 2015 – MARCH 2016

INDEPENDENT NEWS PAKISTAN

- Covered news events, prepared feature stories, and produced multimedia content for digital and print media.
- Developed strong storytelling, interview, and reporting skills—highly relevant for press releases & corporate communication

DIGITAL STRATEGIST

Oct 2011 – May 2015

SOCIALOHOLIC(SOCIAL INFLUENCER NETWORK)

- Led digital marketing campaigns with a reach of 31 million+ monthly users and over 1 billion page views.
- Managed Facebook pages, online communities, and content strategies across multiple digital properties.
- Developed viral content, optimized social media reach, and increased platform engagement.

PHOTO JOURNALIST

Freelance Photojournalist

- Did freelance photojournalism mainly focus on news events and current affairs.

SOFTWARE & TOOLS

- Google Suite
- Trello
- Hubspot
- Slack
- Canva

Education

Master of Philosophy in International Relations

National Defense University, Islamabad.

FEB 2016 - FEB 2018

Bachelor of Science in Media & Communication

International Islamic University, Islamabad

SEP 2009 - AUG 2013

Intermediate of Computer Science (ICS)

Army Burn Hall College, Abbottabad

April 2007 - May 2009

Projects

- Alif Noon

Produced and anchored a digital satire talk show titled “Alif Noon”.

- Gumnaam loag

Produced a documentary titled “gumnaam loag” showcasing the lives of afghan refugees who lived in slums located in sector I - 11/4 of Islamabad.

Skills

- Operations & Program Management
- Stakeholder & Partnership Management
- Social Development & Community Programs
- Team Leadership & Supervision
- Process Improvement & SOP Development
- Budget Coordination & Resource Management
- Reporting, Documentation & Compliance
- Event & Workshop Operations
- Cross-functional Coordination
- Strong Communication (English & Urdu)
- Ability to Work Independently Under Pressure

References

Muhammad Tauqeer Nawazish - Filmi Productions

Email: mrtauqeer@gmail.com

Faisal Naeem - Executive Engineer PHED KPK

Email: faisalnaeem99@gmail.com

Imran Ghazali - Optimized Digital

Email: imranghazalipk@gmail.com

Zeeshan Shafquat - Entrepreneur

Email: zeeshanmalik85@gmail.com

Muhammad Waqar - KNCT/PIDS Academy

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