

Work Experience:

Project Analyst

2016 – Present

- Manage a \$2.3 million dollar portfolio for Global Employee Benefits
 - Created budget for and executed 13 projects across 2019
 - Developed project plan for each project and managed stakeholders and timeline
 - Developed 2020 overall project scope through analysis of prioritization and risk assessment
- Initiated project to implement automation in Monthly Operational Metrics
 - Automated 28 metrics through process outlining and directing developers through data validation
 - Increased productivity and efficiency of metric analysis and delivery to the Chief Information Officer of Regional Application Development
 - Ensured 80% quality improvement in release health reporting
 - Implemented 6 people metrics to influence positive behavior throughout the organization
 - Influenced 500 people in portfolio with ~200 applications for Software Engineering metrics to improve SLA/SLOs
- Lead analyst for Monthly Operational Metrics (MOR)
 - Aggregate data on key performance indicators to deliver 28 metrics
- Provide analysis & standardization recommendations for 11 Vendor SLA/SLO metrics to enable consistent measurement of data across vendors
- Prepared briefing materials for monthly portfolio reviews which aid leadership and stakeholders with decisions to ensure successful implementation of projects
- Lead role for a communication & engagement effort focused on data collection from associates
 - Selected focus groups by analyzing data to ensure appropriate representation of each segment of the organization based on multiple demographics
 - Compared survey questions to demographic groups and led the team in identifying additional meaningful areas of data analysis
 - Centrally collected & formatted 371 data entries for a final report from multiple sources/stakeholders
- Conducted Software Delivery Automation (SDA) Analysis
 - Extracted metric data for 25 critical applications to analyze and interpret the impact of SDA adoption
- Took the initiative and created a metric analysis project then aggregated 12 months of data for 19 metrics from Monthly Operational Report (MOR) to analyze and interpret
 - Delivered a clear and concise presentation demonstrating areas of growth and success on the MOR metrics
- Enhanced projects performance by managing operational efficiencies, schedule management, project plans and requirements documentation
- Collaborated with program managers to define, implement, and enforce MetLife project governance and project management processes for enterprise-wide projects

Our Three Winners Foundation

2018 – 2019

Operations Director

- Managed all social media accounts and website, build audiences and produce consistent content for distribution
 - Consistently created Facebook content with an average reach of 15k per post, and 2k engagement
- Managed budget compliance for 501c3 status
 - Submitted grants for funding of program to address implicit biases
 - Invested funds through our partners to create a nonprofit that can become self-sufficient
 - Raised \$250k through community based fundraising events and digital outreach
- Produced and deliver media statements to local and national outlets

- Established relationships with Elected Officials & Influencers
- Managed CRM tool conducted data analysis on donors
- Drafted emails, and social media packages for campaigns for distribution by Influencers
 - Produced multiple samples of content for A|B testing

Bernie Sanders Presidential Campaign, 2016 SC, NC, NY, NJ; USA

2015 – 2016

Political Director

- Developed maps and strategy for targeted messaging across four states through population demographic analysis (age, gender, religion, race, language)
- Created and used a comprehensive voter database to target voters and establish demographic insights
 - Used data to identify constituents with highest potential to vote for Sanders
 - Created maps for targeting high probability voters, and executed field plan through staff and volunteer outreach
- Developed novel strategies for targeted outreach across several states
 - Developed campaign materials and marketing in multiple languages (Spanish, Urdu, Bengali, Arabic)
- Coordinated between grassroots organizations, elected officials, and staff
- Mediated and maintained effective collaboration between multiple interest groups including the Democratic party, grassroots leaders, minority-led organizations, unions, volunteers, and donors
- Planned town halls and public action strategies to grow our issue-based campaign
 - Ensured campaign messaging was being distributed across all communities affected by key policy ideas
- Led voter registration program and Get Out the Vote (GOTV) for the campaign at the state-level
- Researched candidate favorability by region through polling strategies and data analysis

Regional Field Director

- Supervised 20 staff members and field organizers across communities to target constituents and garner grassroots support for Sanders
- Identified key areas for targeting to establish 10 offices for the campaign
 - Utilized main campaign policies to identify areas most affected by these issues to better deliver our message in the most impactful way
- Ensured staff members assigned to each office were capable and accessible to the community members
- Designed and executed field operations including canvassing campaigns and phone-banking operations
 - Set daily call & canvassing goals, with reporting methods to continuously improve and achieve overall voter contact goal
- Ensured the campaign achieved goals through training and motivation of field organizers
 - Introduced campaign social events and provided funding to programs that lifted the spirits of staff and community members to better build relationships
- Created campaign field strategy and organized related events
 - Established and executed volunteer recruitment targets to grow campaign and reach more constituents
- Served as a campaign representative for the region and at various community events
 - Participated in local multicultural events, and religious events to better understand the comments and concerns of constituents
 - Built bridges between minority organizations and executed an infrastructure for future growth and collaboration

Triangle Health Fair Raleigh, NC USA

Event Director

2011 – 2016

- Responsible for the planning and execution of the Triangle Multicultural Health Fair, an event that attracts more than 300 attendees from more than a dozen organizations
- Developed robust training curriculum to onboard new employees and volunteers
- Responsible for team of 16 associates, 6 of which were direct reports
- Organized and led weekly committee meetings; these meetings were used to direct marketing activities, including: creating design elements, development of event website, status of vendor and attendee registration campaigns, scheduling email marketing, and social media content

- Managed financial resources, budget, and expense reports
- Established and executed project plan, which supported the successful implementation of the fair by:
 - Developing a reporting model for each committee head, with weekly tasks and targets to track progress and manage risk
 - Implemented a vendor management system to ensure there was one practitioner in attendance from each of the following fields: ophthalmology, dentistry, cardiology, pediatrics, nutrition, chiropractic, and nursing
 - Created and executed multi-channel marketing strategy, which included strategic partnerships with local media outlets as well as targeted advertisements to reach disenfranchised community members
- Developed and managed partnership with the Red Cross to host a mobile site, which provided attendees with opportunities to donate blood and provide care for those in need
- Developed and managed partnership with UNC Rex Women's Health to host a mobile mammogram site to provide free screenings to at-risk community members

Vendor Coordinator

- Recruited doctors and health professionals to participate as vendors and provide free medical services to attendees
 - Identified key health issues for community members and recruited doctors that would best be able to provide services
 - Identified doctors within proximity to target communities to ensure future care is accessible
 - Provided vendors and attendees with the opportunity to privately discuss medical needs by organizing logistical space to ensure attendees comfort
- Marketed the Triangle Health Fair as an opportunity for local organizations and clinics to reach a widespread audience
 - Produced marketing materials in various languages and across multiple platforms to achieve optimal coverage of event

Leadership & Service Roles:

NAACP, Executive Council Member

2019-Present

- Work with grassroots organizers to educate marginalized communities on the impact of the NCGA policies
 - Lobby State Legislators on policies that are discriminatory to communities of color like HB370 and gerrymandering
- Recruit members and build engagement at every level of government by encouraging members to join local councils and committees
- Participate in town halls and forums related to racial equity

Durham Mayor's Council for Women, Council Chair

2018-Present

- Purpose of this council is to improve the opportunities and quality of life of women in the City of Durham through civic engagement by promoting the interests and needs of the community at-large; and to serve as a liaison and consultative body between women and the city government officials to further promote and protect equal opportunities for all ([annual report](#))

North Carolina Democratic Party, 3rd Vice Chair

2017-Present

- First Muslim to ever be elected to the Executive Committee
- Builds coalitions between marginalized communities with the state party to discuss policy and push for legislation that will positively impact their lives
 - Hosted town halls with Congressman Price and State Legislators with community leaders in the nonprofit sector, and religious institutions
 - Hosted the first Ramadan Iftar in the Governor's Mansion in the history of North Carolina
- Recruit and elect progressive leaders in every level of office across the state
- Work with Democratic leaders and grassroots organizers across North Carolina to establish a party platform that is representative of our values and our vision for North Carolina, and hold our elected officials accountable to the platform

Education:

B.S., (December 2015), North Carolina State University, Raleigh, NC US

Major: Sustainable Materials & Technology

Awards & Accolades: Roy M. Carter Endowed Scholarship, BioResources Scholarship, Dean's List

Summer Practicum (2010), **Oxford University**, Oxford, UK

Study: Water Quality in China and its effect on health

Language Skills:

English, Urdu, Hindi, learning Bengali