**Saira Bano**

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I’m a versatile communications professional with exceptional writing, editing, translation and PR skills and over fifteen years of editorial experience in Urdu and English publications, and looking for a new and challenging opportunity to advance my career with a prestigious organization as part of the communications/editorial/PR management team. With my above-average language, interpersonal, team-work and organizational skills, I will prove to be an excellent addition to any dynamic team.

###### Professional Experience

**Manager Communications, Sukh Initiative, The Aman Foundation**

January 2016 to date

**Reporting line:** Head of Sukh Initiative

**Position Summary:** Responsibilities include development, implementation and monitoring of communication, outreach, and media strategies; compilation and production of periodic (annual progress reports and quarterly newsletters), and responsive communication products; capacity building of field staff to ensure effective communication; coordination and networking with project partners, government officials, and other key stakeholders; and liaison with media.

**Associate Publications, Public Affairs, Aga Khan University**

June 2007 - December 2015

**Reporting line:** Director Public Affairs

**Position Summary:** Responsibilities included accurate creation of content for university-wide academic and medical publications for campuses across Pakistan, East Africa and UK, on a wide variety of subjects; editing and translation for diverse projects in print, web, broadcast; press releases and articles for newspapers on university-wide public events and milestones; development, review and proofing of ads, marketing materials and packages; web content management and development; interviews of patients/doctors for success stories to support resource development; brainstorming for University newsletters and periodical reports; working closely with graphic designers on templates; supervising work of a junior team member; active role in protocol and PR activities during high profile visits, events and public/media engagements.

**Copywriter, Orient McCann Erickson**

May 2006 - June 2007

**Reporting line:** Creative Head

**Position Summary:** Responsibilities includedcreating captivating copy for a wide range of products and brands; assisting in market research for new products and brands; translation and localizing of content to retain the essence of intended messaging for wide audiences; overseeing layouts and designs.

**Editor, Oxford University Press**

May 2000 - April 2006

**Reporting line:** Senior Editor

**Position Summary:** Responsibilities includeddeveloping textbooks for various categories of schools; overseeing linguistic, scholastic and physical aspects of book publishing; conducting brainstorming sessions; assessing, editing and proofreading manuscripts; writing and translating entire chapters as/when required; preparing art briefs for illustrators; quality control on language and overall presentation of books.

**Editor, Monthly Health n Beauty**

January 1998 - December 1999

**Reporting line:** Chief Editor

**Position Summary:** Responsibilities included planning and content development, brainstorming, editing and timely publishing of the monthly magazine; commissioning articles to writers and contributors; writing articles; conducting interviews of celebrities and high profile health professionals; overseeing printing and quality produced by printers.

## Freelance Work

* Editing of the book ‘*Imam Baqir’* for Aga Khan University Examination Board
* Translation services for renowned organizations including:
* Various Microsoft software manuals
* Articles for Marie Stopes Society
* Transcripts for PANOS
* Flyers for Paramount Publications
* Home Economics Curriculum for Aga Khan University, Examination Board

#### Computer Skills

* Microsoft Office; Adobe Photoshop; Adobe Illustrator; InPage (Urdu software)

#### Languages

* Urdu (native)
* English (excellent)

* French (beginners)
* Persian (beginners)

#### Workshops Attended

* ‘The art of Translation’ by The British Council, 2003
* ‘Business English’ by AKU, 2007
* ‘Effective people Skills’ by AKU, 2008
* ‘Power of Projection’ by AKU, 2009
* ‘Good to Great; Leadership Skills’ by AKU, 2010
* ‘Conquering Stress in Life and Workplace’ by AKU, 2011
* ‘Grammar in context’ by CEL, AKU, 2012

#### Academic Qualifications

* MA, International Relations, University of Karachi, 1997
* BA, Economics, Political Science, Urdu literature, Government College for Women, Karachi, 1994

**Community Service**

* Leading the not-for-profit environmental group *‘Sarsabz Pakistan’*