NAZIL DANISH

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**Work Experience:**

* **Universal Health Coverage Unit, Islamabad Capital Territory & Health Planning Systems Strengthening Information Analysis Unit (HPSIU) at Ministry of National Health Services Regulations & Coordination, Pakistan/World Health Organization – Universal Health Coverage (UHC) in Pakistan Mar’ 22 – Present**
* **Research & Administrative Assistant / Contract**
	+ Documentation and filing of all technical and administrative activities under UHC Unit, Islamabad Capital Territory.
	+ Gathered data from provincial and district health departments, and other entities to support UHC implementation in ICT and Phase 01 districts.
	+ Drafting policy briefs and talking points for the Federal Minister and the Director General of the Ministry of National Health Services in Pakistan.
	+ Developed and maintained effective communication channels within the UHC Unit for efficient and effective daily tasks execution while digitizing data directories for the first time.
	+ Establishing active liaison of UHC Unit ICT with concerned stakeholders including District Health Office ICT and partner organizations (WHO, World Bank, and UNICEF) for effective implementation of UHC.
	+ Supported the Department of Health, ICT in organizing national level meetings, trainings, and workshops (National Workshop on Training of Trainers for Lady Health Workers; Provincial District Planning Workshops; the Meeting of the National Technical Working Group on Human Resource for Health; and the National Level Meeting on Maternal and Perinatal Death Surveillance and Response, and Training of Trainers on Labour Care Guide, pilot in Pakistan) in collaboration with donor agencies like WHO and UNICEF.

# Eikon7 – Creative Digital Marketing Agency Aug’ 21 – Feb’22

* **Creative Strategist & Copywriter / Full Time / Part Time**
	+ Developed social media strategies for different brands in the public and private sectors (The Coffee Bean & Tea Leaf, Jessie’s Burgers, Fun City, UNICEF, Government of Pakistan, etc)
	+ Creative ideation, designing campaigns, social media strategy, updating ad campaigns based on trends, performing market research and leading focus groups to help narrow the focus of a campaign.

# EDWIZ Solutions – National Science and Technology Park Dec’ 20 – Aug’ 21

* **Learning Expert / Part-Time**
	+ Developed and designed learning material for the clients who used EDWIZ Solutions for their Learning Management Systems.
	+ Collaborated with the clients in coordinating & reviewing educational content for various educational institutions.

# Maritime Study Forum Jun’ 19 – Feb’ 20

* **Research & Media Assistant / Internship**
	+ Aided with the content (written, visual, and auditory) creation for MSF and worked as a researcher for case studies, social media campaigns, monographs, and policy papers.
	+ The extensive research involved in content creation for MSF has equipped me to conduct research, select the necessary information and the ability to analyse that information.

# Gilgit Baltistan Environment Protection Agency – Ministry of Tourism Jun’ 19 – Aug’ 19

* **Internship**
	+ Worked with the Environment Impact Assessment and Legal Enforcement policy formulation section of Environmental Policy Agency for policy development in the Ministry of Tourism.

# Content Creator / Writer – Remote 2018 – Present

* **Freelance**
	+ Blog writing
	+ Copywriting
	+ SEO writing

**Education:**

* **National University of Science and Technology (NUST), Pakistan Sept’ 17 – Jun’ 21**
	+ Bachelor of Public Administration (CGPA 3.50)
* **Harvard University, USA Jun’ 17 – Aug’ 17**
	+ U.S. Department of State Scholarship recipient for Summer Sisters Exchange Program, 2017
	+ Placement in Harvard University’s Summer Secondary School Program

**Certifications:**

* + **World Health Organization (WHO) online training course on Health Financing Policy for Universal Health Coverage (UHC)**
	+ **World Health Organization online training course on Cross Programmatic Efficiency Analysis (CPEA)**
	+ **Training on District Health Information Systems (DHIS) Tools**

**Skills:**

Microsoft Office | Research | Advertising | Marketing Strategy | SEO Writing | Public Speaking | Market Research | Video Editing | Proofreading | Copywriting | Diplomacy | Adaptability | Effective Communication | Written Communication | Social Media Marketing | Report Writing | Content Creation | Content Strategy | Crisis Management | Idea Development | Voice Over | Database Management | Canva | Audio Editing

**Languages:**

* Fluent in English, Urdu, and Shina.
* Intermediate level Punjabi and Hindi.
* Can also read Arabic.

**References:**

* Dr Syed Raza Mahmood Zaidi

Technical Head of Health Planning Systems Strengthening Information Analysis Unit (HPSIU)

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