



SUMMARY

Dynamic and results-oriented Communications Specialist with over seven years of experience in strategic planning and implementation. Proven track record in enhancing health services through effective communication strategies. Proficient in data analysis and skilled in management and leadership, with a demonstrated ability to drive organizational objectives efficiently. I am seeking a challenging managerial role to leverage leadership and management expertise, with a vision to tackle complex tasks and drive continuous learning and growth.

EDUCATION

- **University of Peshawar** 2010
- **Bachelor of Information Technology**
- **BISE Peshawar** 2005
- **FSc Certification**
- **BISE Peshawar** 2003
- **SSC Certification**

HARD SKILL

- Project management.
- Performance Tracking
- Data Analysis
- Data Visualization (Power BI)
- Excel Dashboard
- PowerPoint Presentation
- Composing and designing of all types of documents

SOFT SKILLS

- Creativity, Decision-making, Multi-tasking
- Leadership, Problem Solving, Active Listening
- Public Speaking & Presentation, Negotiation Skills, Time Management

Certificate/Training

- **Data Analysis Using Microsoft Excel** (Coursera)
- **The Power of Data with Power BI** (Coursera)
- Training Certificate of **Communication for Development** (Unicef)
- Training Certificate of **Prevention of Sexual Harassment and Abuse of Authority** (Unicef)
- Training on COVID-19 Operational Planning Guidelines (WHO)

ACHIEVEMENTS/AWARDS

- Best Performance Certificate 2013
- Best Performance Certificate 2018
- Best Performance Certificate- 2021

LANGUAGES

- Urdu
- English
- Pashto

EXPERIENCE

Sidat Hyder Murshed Associates

10-2020 till date

Communication Block Officer (CBO)

- Planned and executed diverse community mobilization activities, including announcements, meetings, and door-to-door visits, fostering trust and participation.
- Established and maintained relationships with key stakeholders such as teachers, health care providers, and tribal elders to garner community support.
- Collaborated with community members to identify and overcome barriers to immunization, addressing misconceptions effectively.
- **Monitored and reported on community engagement activities, providing valuable program planning and decision-making insights.**
- Ensured the inclusion of vulnerable groups and families in project planning and implementation, promoting equitable access to immunization services.
- **Compiled accurate data for profiling missed children and gaining actionable community insights**

Sidat Hyder Murshed Associates

07-2020 to 09-2020

Town Delivery Operation and Supervision Officer (TDOSO)

- Lead UNICEF's community-based vaccination program in high-risk Union Councils,
- Manage personnel to support the CBV Program and ongoing immunization campaigns.
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- Lead campaign implementation, coordination, and integrated communication tasks.
- Build a motivated project team with strong decision-making abilities.
- Support COVID-19 activities, focusing on behavioral change in communities.
- **Align data collection tools and management Analysis practices with the health office and partners.**
- **Lead in designing monitoring tools, operational research, reporting, and knowledge.**

Sidat Hyder Murshed Associates

06-2018 to 06-2020

District Health Communication Officer (DHCSO)

Led and facilitated UNICEF's community vaccination program for Polio Eradication Initiatives and routine immunization in endemic districts, collaborating with WHO, Rotary International, and GAVI. Oversaw a team of 25 individuals, training over 600 community-based vaccinators in Gulshan-e-Iqbal Town on international vaccination guidelines, cold chain management, and data practices. Supported the development and execution of district PEI and EPI social mobilization and communication plans in partnership with the Department of Health and other stakeholders. Contributed to communication strategies and produced culturally relevant materials to promote immunization. Coordinated with partners to advocate for vaccination in underserved communities, organizing training events and providing ongoing support. Ensured **alignment of data collection tools for analysis and best practices, while monitoring and supervising communication activities through field visits and consultations.** Achieved milestones in enhancing vaccination coverage and community engagement.

Sidat Hyder Murshed Associates

09-2016 to 05-2018

UC Communication Support Officer (UCCSO)

Developed and implemented tailored Information, Education, and Communication (IEC) strategies for underserved communities, engaging influential figures to create a supportive environment for immunization. Our distribution plans are coordinated with partners for seamless implementation, while social mobilizers are empowered and integrated into micro-plans. Prioritize routine immunization for high-risk groups and utilize religion and cultural beliefs in communication materials for enhanced effectiveness.

World Health Organization

11-2011 to 08-2016

UC Polio Worker (UCPW)

Led and supervised a team of 100 Community Health workers and trained them on international vaccination guidelines and cold chain management. Validated and updated SIA Micro plans, identifying high-risk areas and populations. Facilitated Supplementary Immunization Activities planning and selection of effective Vaccinators. Established partnerships with community stakeholders for a peaceful campaign atmosphere. **Collected and analyzed daily data, supporting EPI initiatives and evaluating polio eradication campaigns and surveillance activities at the UC level**