

# SIDRA AFZAL

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**Age:** 30

## Professional Summary

Being employed as a Communication and Reporting Officer involves playing a pivotal role in disseminating crucial health information to stakeholders, developing communication strategies, producing insightful reports, and ensuring transparent and effective communication channels within the organization. This position allows me to combine my passion for public health with strong communication skills to make meaningful contributions to health outcomes and community well-being.

## Work Experience

### **Communication and Reporting Officer (CRO)**

**July 2024 – Present | Islamabad**

ICIMS - MicroMerger (Pvt.) Ltd.

- Responsible for managing, proposing, drafting, and planning communication campaigns on regional grass root and community level
- Contribute substantially to developing and maintaining the program documentation system in collaboration with other departments, including M&E
- Responsible for ensuring all data from the field is captured, documented, analyzed, and reported in a results-based and timely manner

### **Research Associate**

**May 2023 – Jun 2024 | Rawalpindi**

Armed Forces Institute of Cardiology (AFIC)/NIHD

- Supervised post-graduate trainees in developing research proposals, and critically reviewing and proofreading research articles for publication in the Pak Armed Forces Medical Journal (PAFMJ).
- Conducted comprehensive literature reviews and developed innovative research methodologies for accurate results and insights.
- Leveraged advanced statistical techniques utilizing SPSS software to analyze datasets, uncovering trends and correlations relevant to the research objectives.
- Supervised authentic data collection and data entry by KPO (Key Punch Operator).
- Managed Institutional Ethical Review Board (IERB) meetings.
- Conducted lectures for Perfusionists
- Conducted community-based preventive cardiovascular research in collaboration with multiple sectors/institutes (Cardiac institutes, Medical Colleges, Planning Commission of Pakistan) with a focus on Non-Communicable Diseases for research and development program under the capacity of NEPCARD (NIHD Center of Excellence for Preventive Cardiovascular Research and Development) and generated study progress updates for stakeholders
- Provided support to external faculty

### **Freelance Content Writer**

**Aug 2021 – Present**

Upwork

- Knowledge of content, blog, and copywriting.
- Providing services under the niche of medical and health writing.

### **Optometrist**

**Nov 2017 – Mar 2020 | Rawalpindi**

Khurram Eye Clinic & Medical Centre

- Prescribed eye treatment and corrective eyeglasses to align with patient diagnosis.
- Referred patients with indicators of pathological condition to ophthalmologists for further examination.

## Academics

### **Master of Science in Public Health**

**1<sup>ST</sup> Division | Rawalpindi**

Al-Shifa School of Public Health, 2021

- Majors: Epidemiology, Biostatistics, Health systems, Research methods
- Thesis: Impact of visual impairment on quality of life in low vision patients presenting at tertiary care hospital, Rawalpindi.

### **Bachelor of Science in Optometry and Orthoptics**

**1<sup>ST</sup> Division | Rawalpindi**

Rawalpindi Medical University, 2017

- Majors: Anatomy/Physiology of Eye, Pathology/Pharmacology of Eye, Paediatrics Optometry, Clinical Optometry, Orthoptics, and Contact Lens
- Thesis: Glaucoma| Influence of risk factors on open- angle glaucoma

## **Skills**

- Research and analysis
- Data interpretation
- Data Visualization
- Documentation skills
- Literature reviews
- ArcGIS Mapping software
- MS Office
- Quantitative methodologies
- SPSS, R, Power BI

## **Publication (PAFMJ)**

- Early Post-operative Outcomes of Single versus Multiple Arterial Grafts in Coronary Artery Bypass Grafting; A Comparative Analysis (<https://doi.org/10.51253/pafmj.v73iSUPPL-3.10968>)

## **Health Promotion project**

### **Aapka Rawaiya aur Bachay ki Zehni Sehat (2018)**

- A Health promotion project to improve mental health of children by sensitizing parents about the impact of their behaviors on children, creating a positive home environment in turn encouraging them towards healthy activities.

## **Conferences Attended**

- Organized Annual Cardiology Update conference in PC Bhurban, 2024
- Workshop on Sample size calculation, Quantitative and Qualitative research in collaboration with NUMS and AFIC/NIHD, 2024
- 9th Annual Public Health Conference, Health Services Academy, 2020

## **Interests**

- Traveling