

Afreina Noor

A tenacious multipotentialite with a decade of diversified work experience in South Asia, USA, and Africa; including six years of management experience. An Ivy League education, and passion for cross-sector collaboration. Co-founded Pakistan's largest existing network of non-profits with an outreach of 20,000 employees, led teams of 300 persons and managed development portfolios of 1.7 Million USD.

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WORK EXPERIENCE

Founder

Afreno Areno [↗](#)

01/2019 – Present

Montréal, Canada

Communications consulting and social media strategy

- Selected assignments in Canada:
- South Asian Film Festival Montreal 2019, Montreal
- Ace IT Tutorials, Montreal
- Change from Inside, Vancouver
- Canadians for Justice and Peace in the Middle East, Montreal

Head of Research

Hum News - Hum Network (Pvt) Ltd [↗](#)

11/2017 – 07/2018

Islamabad, Pakistan

The largest public limited media company in Pakistan with nine tv channels

- Established a Research Unit, the first of its kind in electronic news media. Led a team of 30 researchers, fact checkers, and analysts.

Head of Alliances - Alif Ailaan

Development Alternatives Incorporated [↗](#)

12/2016 – 04/2017

Islamabad, Pakistan

A development contractor with global operations in more than 150 countries

- Increased alliances by 800% within one quarter and launched the Pakistan Alliance for Maths and Science.

Insights & Innovation Partner

Telenor Pakistan (Pvt) Ltd [↗](#)

02/2014 – 11/2016

Islamabad, Pakistan

A telecommunications company in nine global markets across the Nordics and Asia

- Achieved 614% increase in long-tail online partners, 200% increase in revenue generation, through an 80% decrease in turnaround time for new merchant on-boarding - over three quarters.
- Accomplished a diversified company portfolio towards new digital verticals, in direct reporting to the CEO and close collaboration with the C-Suite.
- Lead lobbying and negotiation efforts with elected and appointed government officials on key issues, saving the company an estimated 5 Million PKR in costs.

SKILLS

Excellent Interpersonal and Diplomacy Skills

Strong Relationship Building

Lobbying

Social Media Management

Creative Vision and Problem Solving

Insightful Strategic Planning

Negotiations

Meticulous Management and Organization

Exceptional Attention to Detail

EDUCATION

Master of Public Administration

University of Pennsylvania (UPenn) [↗](#)

2011 – 2013

Certificate in Politics

University of Pennsylvania (UPenn)

2012 – 2013

SCHOLARSHIPS & AWARDS

Fulbright Scholar (2011 – 2013)

U.S. State Department

John K Parker Award (2012)

University of Pennsylvania

Special Recognition: Student Government (2013)

University of Pennsylvania

LANGUAGES

English



Urdu



French



Setswana



WORK EXPERIENCE (CONTINUED)

National Democratic Institute for International Affairs (iNGO)
(10/2010 – 08/2011) [↗](#)
Senior Program Officer

Search for Common Ground (iNGO) (03/2010 – 08/2010) [↗](#)
Design, Monitoring and Evaluation Manager

Free and Fair Election Network (National NGO)
(02/2007 – 02/2010) [↗](#)
Founding member; Senior Program Officer

Cavish Development Foundation (National NGO)
(07/2006 – 02/2007) [↗](#)
Project Manager

TEACHING & ACADEMIC WORK EXPERIENCE

Multiple Courses on Governance
Iqra University Islamabad Campus [↗](#)
09/2013 – 01/2015 *Islamabad, Pakistan*
- Visiting Faculty, Department of Social Sciences

Graduate Advisor
University of Pennsylvania (UPenn) [↗](#)
2012 – 2013 *Philadelphia, USA*

CONSULTANCIES & SHORT-TERM ASSIGNMENTS

Consultant
LEAD Pakistan [↗](#)
11/2013 – 02/2014 *Islamabad, Pakistan*

National Facilitator
Democracy Reporting International (DRI)—
European Union (EU) [↗](#)
09/2013 – 10/2013 *Islamabad, Pakistan*

International Volunteer
Botswana-UPenn Partnership [↗](#)
05/2012 – 07/2012 *Gaborone, Botswana*

Consultant
German Technical Cooperation (GTZ) [↗](#)
08/2010 – 09/2010 *Islamabad, Pakistan*

International Election Observer
U.S. State Department
10/2008 – 11/2008 *Washington D.C., USA*

International Election Observer
Asian Network for Free Elections
(ANFREL) [↗](#)
03/2008 – 04/2008 *Kathmandu, Nepal*