

ZEENIA SHAUKAT

Research Professional

Dynamic and results-oriented research professional with over 15 years of extensive experience in climate change, sustainable development, and social advocacy. Co-founder and Director at The Knowledge Forum, adept at designing and leading impactful projects that align with organizational goals. Proven expertise in program management, research, and policy advocacy, complemented by a robust portfolio of high-quality publications. A strategic leader with a strong commitment to advancing human rights and strengthening community representation in policy-making through evidence-based initiatives and targeted advocacy efforts.



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Karachi, Pakistan

SKILLS

- Project Leadership
- Research & Analysis
- Policy Advocacy
- Program Development
- Stakeholder Engagement
- Strategic Communication
- Capacity Building
- Networking & Collaboration
- Campaign Development
- Data-Driven Decision Making
- Generating Knowledge And Social Branding

EDUCATION

MA International Communications
University of Leeds, UK
2005

MA Economics with BA (Hons)
Economics
University of Karachi, Pakistan
1999

DIPLOMAS

- Diploma in Interior Design | Indus Valley School of Art and Architecture, 2023
- Diploma in Managerial Skills | Pakistan Institute of Management (PIM), 2009

PROFESSIONAL EXPERIENCE

Co-founder & Director | The Knowledge Forum | January 2021 – Present

- Spearhead the design and execution of strategic projects, leading a team of researchers and support staff to achieve high-quality outcomes in alignment with organizational goals.
- Develop and implement innovative research methodologies addressing critical climate change and development challenges, ensuring relevance to contemporary social issues.
- Foster partnerships with NGOs, governmental bodies, and international organizations to enhance collaborative initiatives and increase project impact.
- Oversee comprehensive networking and outreach efforts to disseminate research findings and advocacy messages, enhancing visibility and engagement in key thematic areas.
- Lead capacity-building workshops and training sessions, empowering stakeholders and community members through knowledge transfer and skill development.
- Monitor and evaluate project progress, utilizing data-driven insights to inform decision-making and drive continuous improvement.

Co-Manager, Programmes, Research, Training, and Advocacy | Pakistan Institute of Labour Education and Research (PILER) | March 2010 – September 2015

- Co-led multidisciplinary teams in designing and implementing programs that addressed labor rights and social justice, enhancing workers' rights advocacy initiatives across various sectors.
- Conducted extensive research on labor standards and human rights, contributing to impactful publications that informed policy decisions and public discourse.
- Managed stakeholder engagement and advocacy campaigns, effectively mobilizing community support and facilitating dialogues on critical labor issues.
- Developed and delivered training modules on labor rights and advocacy strategies for diverse audiences, including workers, activists, and policymakers.
- Collaborated with local and international partners to design and implement projects aimed at increasing female representation and voice in the ready-made garment sector.
- Analyzed and reported on program outcomes, utilizing feedback mechanisms to enhance program design and implementation strategies.

Senior Research and Communications Support for Parliamentarian and Former Information Minister Sherry Rehman | September 2006 – February 2010

- Provided strategic research and communications support to senior government officials, enhancing the efficacy of policy communication and public outreach initiatives.
- Developed comprehensive communication strategies and materials, including press releases, reports, and briefing papers, to effectively convey government policies and initiatives.
- Engaged in high-level stakeholder consultations, facilitating discussions on media legislation, governance, and information dissemination.
- Conducted policy research and analysis, producing reports that shaped legislative frameworks and informed government strategies in the communications sector.
- Oversaw media relations and engagement, promoting government initiatives and ensuring accurate representation of government narratives in the media.
- Coordinated cross-departmental collaborations to ensure cohesive messaging and strategic alignment on key communications objectives.

RECENT PROJECTS

- Promoting Inclusive Clean Energy in Pakistan (Ongoing with The Knowledge Forum)
- Increasing Female Voices in the RMG Sector through Social Dialogue (PILER-ETI programme) – 2020
- Human Rights Due Diligence in Pakistan (PILER-ETI programme) - 2018-2019
- Labour Standards in Surgical Instruments Manufacturing Sector (PILER-ETI) - 2018-2020
- Gender and Development Course (NED University) - Visiting Faculty - 2016-2017
- Research and Publications Lead (Sindh Human Rights Commission) - 2016-2017

LANGUAGES

- English
- Urdu

Staff Editor/Staff Writer | The News on Sunday, The News International | 2001 – 2004

- Produced in-depth feature articles and investigative pieces on social, political, and economic issues, enhancing public understanding of critical national narratives.
- Edited and refined articles for clarity, coherence, and adherence to journalistic standards, ensuring the highest quality of published content.
- Collaborated with editorial teams to conceptualize and execute themed issues, boosting readership engagement and subscription growth.
- Conducted interviews with key stakeholders, including policymakers and activists, to enrich articles with diverse perspectives and insights.
- Mentored junior writers and interns, providing guidance on research methodologies, writing techniques, and ethical journalism practices.
- Analyzed reader feedback and market trends to inform content strategies and improve the overall editorial direction of the publication.

Editorial Assistant | SHE Magazine for Women | 2000 – 2001

- Supported the editorial team in the production of content focused on women's issues, contributing to the magazine's mission of empowering female voices and perspectives.
- Assisted in researching and curating articles, ensuring alignment with editorial guidelines and audience interests.
- Edited submissions for grammar, style, and consistency, enhancing the quality and professionalism of published materials.
- Coordinated with writers and contributors to facilitate timely submissions and feedback processes, optimizing editorial workflow.
- Contributed to brainstorming sessions for editorial planning, providing insights on trending topics and audience preferences.

MAJOR PUBLICATIONS AND RESEARCH

- Filed Data Stories and Deep Dives covering IFIs and CPEC Funding towards infrastructure projects in Pakistan for Aid Observatorio by Reality of Aid - 2021
- Decent Work Risk Assessment (Coordinator) - Better Cotton Initiative - 2021
- Impact of COVID-19 on Textile Workers (Lead Researcher) - PILER, supported by ILO - 2021
- Changing Patterns of Political Dynamics in Pakistan (Researcher) - The Research Initiative, supported by FES - 2020
- Deep Dive into the Impact of Thar Coal Development on Local Communities for NCHR – 2019
- Resistance on the Continent of Labour (Chapter Author) - Asia Monitor Resource Centre - 2017
- Human Rights and Business Country Guide (Co-author) - Danish Institute for Human Rights - 2015