

Laiba Masoud

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EDUCATION

University Of Central Punjab, Johar Town — Associate Degree program in Sports Sciences

2020 - 2023

University Of Central Punjab, Johar Town — Bachelors of Business Administration & Bachelors Of Sports Sciences

2021 - 2025

Lahore Grammar School, High School — Cambridge Advanced Level

Business, Psychology, Law, Urdu

2018 - 2020

Lahore Grammar School, Secondary School — Cambridge Ordinary Level

Physics, Chemistry, Bio, Urdu, English, English Literature, Pakistan Studies, Islamic Studies

2016 - 2018

IELTS — International English Language Testing System

8/10 band.

Strength and Conditioning level II , PSCA (Pakistan Strength and Conditioning Association)

2024

SKILLS

Presentation skills

Written and verbal communication

Effective in negotiations

Digital Skills

Microsoft office

AWARDS

-speaker at TedEx Pieas 2024

-Speaker at TedEx International School Lahore as a guest Speaker on 20th August 2022.

-chief guest and guest speaker at lgs opf, lgs jt, lgs model town, beaconhouse, bnu.

-Attended IOC seminar on Athlete 2022 Athletes Education and Leadership by POA from 23 December-25th December 2022.

- International Olympic Committee certification for completion of course for 'Safeguarding athletes from harassment and abuse'

-Awarded Diploma in 10TH Iran Zamin Karate Cup from 18-20th December, 2014, Tehran, Iran

WORK & LEADERSHIP EXPERIENCE

Lahore Grammar School, Lahore — *President Sports Society*

2017 - 2020

Led a student body of 3000 plus, coordinating sports activities, acting as a liaison between students and administration, boosting student participation in different sports. Organized 3 major Sports Events (Grammafest) as well as inter-school events.

Kaavish Foundation, Nankana Sahib — *President/Founder*

April 2019 - Present

Founded and led a nonprofit organization, executing a successful pilot project that enhanced community and sports development and social mobilization through infrastructure and capacity building.

ECUBE Solar Solutions, Lahore — *Business Development Officer*

2021 - 2022

As a BDO, I was responsible for Proactively seeking new business opportunities in the market, conducting market research & analyzing consumer and Planning & assisting in digital marketing campaigns. I learned how to operate skillfully in an office competitive environment.

BYS youth advisory board, UK — *Member*

2020 - Present

Got selected alongside 6 others from around the globe as young leaders. Took this platform to represent my country, to voice my opinions, to be inspired and gain insights from some amazing scholars.

Right to play NGO, Canada — *Member*

2023-present

Attended Leadership Camp in Islamabad hosted by Right To play for Women Leadership in Sports 2023

Her Turn , — *Executive Head*

2016-2019

The organisation's primary aim is to promote gender equality, women empowerment and to combat rampant sexual harassment against women in Pakistan.

I was incharge to conducting self-defense lessons for young girls, aged 12-18, in multiple schools such as Door of Awareness, Beaconsfield Model Town and Government College for Girls' Johar Town.

-National games 2023 gold in badminton.

-Won bronze in 4th Iran Asian Junior Kabaddi Championship from 11th-17th April 2016.

-Won Bronze Medal in 10th Iran Zamin Cup in weight fight category held in IRAN.

-Participated in YONEX-SUNRISE WORLD JUNIOR CHAMPIONSHIPS Powered by BWF in Yogyakarta, Indonesia from 9th-22nd October, 2017.

-Participant in AFL world Cup held in Melbourne, Australia from 7th to 19th August, 2017; representing the first Pakistani team and the youngest player in the event.

-Participated in the Asian Kabaddi Championship held in Gorgan, Iran from 20-26th November, 2017.

-Junior national badminton champion

Kasrat Health and Fitness, and Raya golfing society (at home trainer) — Personal Trainer

2019 - Present

Learned how to connect, understand, motivate and inspire people of any age, body, color to embrace body positivity and take on a healthier lifestyle

Aimfit Garden Town branch — Group Personal Trainer

2024 - Present

Coach for the power sculpt class where women train confidently in a segregated environment. A holistic approach to fitness where I oversee groups of women; delegate classes, assess clients, motivate and support them.

Defence Raya Golf and Country Club — Personal Trainer

2024 - Present

Personal fitness instructor for the female gym at Raya club. I Conduct fitness assessments and create personalized workout plans. Provide guidance to members and staff on safety and technique.

LANGUAGES

English, Urdu, Hindi, Punjabi