

# Ekra Faiz

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## Summary

Ekra Faiz

[Professional Athlete | Fashion Model | TV Personality & PR |

Key Accounts Management |

Passionate and driven professional athlete with a diverse range of skills and experiences in the world of sports, fashion, and television. With a background in playing squash at a competitive level, I have honed my skills as an athlete while also venturing into various other fields. My dedication, versatility, and strong work ethic have allowed me to excel in multiple arenas. As a model and TV personality, I bring creativity, flair, and professionalism to every project I undertake. I thrive on challenges and constantly seek new opportunities to grow and inspire others continuing great experience of PR.

Experience:

### 1. Professional Squash Player

- Competed at national and international tournaments, showcasing exceptional talent and sportsmanship.
- Collaborated with coaches and trainers to continuously improve performance and maintain peak physical condition.
- Actively participated in mentoring and coaching young athletes, sharing knowledge and fostering growth within the sport.

### 2. Fashion Events and Fashion TV

- Participated in high-profile fashion events, walking the runway for established designers and brands.
- Worked with renowned photographers and stylists, contributing to successful fashion shoots and campaigns.
- Featured on fashion TV shows, highlighting personal style, industry insights, and fashion trends.

### 3. Modeling

- Collaborated with various fashion brands and agencies for print and digital campaigns.
- Demonstrated versatility by showcasing different styles, ranging from haute couture to casual wear.
- Maintained professionalism and adaptability during photo shoots, ensuring successful outcomes.

### 4. TV Acting and Show Direction

- Showcased acting skills through prominent roles in television dramas and series.
- Directed TV shows, bringing creative vision and leadership to ensure seamless production.
- Collaborated with a talented team of actors and crew members to deliver captivating performances.

### 5. PR (Public Relations)

- Developed and implemented PR strategies to enhance brand visibility and reputation.
- Managed media relations, cultivating strong industry connections and securing press coverage.
- Organized successful PR events, coordinating with stakeholders to meet objectives and maximize exposure.

## Experience



## **Key Accounts Manager**

### **STOND**

Jul 2023 - Present (6 months)

STOND - Live Enchanted !!! STOND, a premium marble company in Pakistan, with a legacy of 10 years in the industry. We excel in the art of mining, manufacturing, and delivering exceptional marble products that redefine elegance. With an unwavering commitment to quality and craftsmanship, we bring life to spaces through our diverse range of marbles. Connect with us to explore the boundless possibilities of incorporating marbles into your next architectural project.

## **Public Figure - Tv & Fashion Entertainment**

### **Ekra Faiz**

Sep 2010 - Present (13 years 4 months)

Worked and represented Fashion Events by

- Trade Development & Authority Pakistan (TDAP) - Karachi.
- Sindh Festival - Karachi .
- Catwalk Modelling Agency - Karachi .
- Take -2 PR - Karachi .
- Hum Tv - Pakistan .
- PFDC - Lahore
- Fashion Pakistan Council - Karachi.

Participated in Fashion Weeks:

- Fashion Pakistan Week (FPW)
- Bridal Couture Week (BCW)
- L'Oréal PFDC Fashion Week

Brands photoshoots & Launches :

- Sana Safinaz
- Misha Lakhani
- Gul Ahmed
- Ittehad Lawn
- Sapphire
- Khaadi
- Bareeze
- Maheen Khan
- Gulabo
- Zaheer Abbas
- PIFD Fashion School
- Indus Valley Fashion School
- Hobo by HUB
- Jafferjees
- Tony & Guy
- Deepak Perwani
- Nomi Ansari
- Amina Aqeel
- Bunto Kazmi
- Ali Xeehan
- Fahad Hussyn

- Sania Maskatiya
- Umsha
- Tena Durrani & Many More.

Acting in Pakistani Tv drama projects on -HUM Tv.  
 (MD Productions)  
 -ARY Digital.  
 (Idream Entertainment)

## **Apartments Interior Management (Model House) PREMIUM HOMES Apartments (A Project by SA Group)**

### SA Marketing

Apr 2022 - Jun 2023 (1 year 3 months)

Model House - Project Interior Design Management ,  
 Premium Homes Apartments  
 (A Project by SA Group)

- Research and Development on Glass Fibre Reinforced Concrete (GFRC) & All Fibres Reinforced Concrete (FRC).
- Designing Low cost targeted house Interior with GFRC, FRC & Marble Aesthetics.
- Apartment interior with space and storage challenges.
- Inbuilt Interior Aesthetics.
- Lighting and Fixtures.
- Marble Tiles Aesthetics.
- Labour Management.

/2022 to Current

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## **Creative & Tv Production Manager**

### SAG TV

Aug 2020 - Nov 2021 (1 year 4 months)

Creative and Production Manager at  
 SAG Tv.

(Web Channel)

(A Project by SA Group)

- Creating Ideas and Content for the documentaries and shows.

- Tv Events and Research based Projects Director
- Creating music and animations
- Post Production
- Managing Social Media Platforms content,data Management,
- Team Management
- 5-6 Cameras Online Broadcasting on Sports Live Events - Music Management , Set Light Designing , Event Decor
- TV Air Time Schedule Management .
- Photography & Edits .
- In-house Events and Developments Coverage and broadcasting on Social & Digital Mediums.



## **Property Advisor**

### **SA Marketing**

Sep 2020 - Jan 2021 (5 months)

Property Advisor at

SA Gardens (A project by SA Group) (Housing Society- Lahore, Punjab)

- Maintained list of available properties and sites.
- Advertised properties for sale in Internet and publications.
- Showed properties to prospective buyers and explained about features and costs.
- Provided suggestions to clients on home building, investments & market trends.
- Mediated between seller and buyer to negotiate property price.
- Prepared purchase documents and closing documents for clients.
- Catalogue designing for new projects.

## **Freelance Fashion Art Design and Event Manager**

### **SAMI TEXTILES LTD (Rida Collection)**

Jun 2013 - Aug 2013 (3 months)

Freelance Fashion Manager, for Collection Fashion Photo Shoot , and Fashion Collection PR Launch Event.

Rida Collection ( A Project of Sami Textiles) - Karachi , Sindh.

- Coordination of celebrity guests.
- Event Management.
- Event Decor.
- Models coordination. - Event Management.
- PR Management
- PR Invites Coordination .

## **Head of Content**

Sep 2012 - Mar 2013 (7 months)

Content Head, for Script Writing Department

- Over- looked drama content
- Supervised Drama Writers
- Approval of content for production

- Checking of screen play, dialogues, characters & title songs.

## **Assistant Director & Coordinator (STYLE360) A project by Eye Television Network**

### **HUM TV LIMITED**

Jun 2010 - Apr 2012 (1 year 11 months)

Fashion Events and Fashion Weeks Coordinator / Tv Assistant Director , for a Renowned Fashion Tv in Pakistan called “ STYLE 360 , A project by Eye Television Network (generally know as HUM TV NETWORK)” (Regional Head Office Lahore) from 06/2010 to 08/2012.

- Coordination of shoots.
  - Assistance to show director.
  - Celebrity and guest coordination.
  - Models management at fashion weeks
  - Directions in absence of director.
  - Editing Directions to editor.
  - Intro & Outro for Tv Shows
  - Promos and Highlights for event shows based on Fashion and Celebrities .
  - Colour Grading Aesthetic directions to editor
  - Sound,Lights and music Sync directions
  - Content of Dialogues and Subtitles and Show Titles specifications Proof Reading and
  - Final preview
- 
- Public relations Assisted Fashion Tv Director with
  - writing a script of Celebrity sarcastic Tv Show , called “REPORT360 hosted by Yumna Zaidi “
  - Co-ordinated a Fashion Tv Road Show called “ 11 NUMBER” based on fashion sense ratings to general public
  - 1) Coordinated models
  - 2) assisted in 5 Camera Online Broadcasting , Fashion Week Lights , Sound and Music ,
  - 3) Fashion week choreography assistance models Line-ups ,
  - For High Profile 3 Days Bridal Fashion Week “BRIDAL COUTURE WEEK PAKISTAN”
  - 2010, 2011 & 2012 for three years and seasons consecutive.
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- Assisted a 4 Camera live cooking show “AK 101” on Online Broadcast and Show celebrity coordination
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- Assisted and coordinated an outdoor Tv Show based on Designers new collection and Fashion shoots “STYLE SPACE”

## **Squash player**

### **Punjab Squash Federation**

Mar 2008 - Jan 2011 (2 years 11 months)

## **Cyclist**

### **Pakistan Army**

Sep 2009 - Jan 2010 (5 months)

## **Admin Officer**

British Education & Training Centre (BETS)

Feb 2008 - Aug 2008 (7 months)

## **Education**



**University of the Punjab**

MS ( Film &Tv Production )

2010 - 2012

## **Skills**

Key Account Acquisition & Retention • Sales • Real Estate Advisory Services • Acting • Performing Arts  
• Showbiz • Dance • Entrepreneurship • Event Management • Corporate Events