

# Anjuli AZIM

cell : +1 (503-739-0232)

email : [anjuli@jadoo.fr](mailto:anjuli@jadoo.fr)

nationality : **French**

instagram : [ainjul](#)

tumblr : [www.ainjul.tumblr.com](http://www.ainjul.tumblr.com)



## > BIO

*An 80's baby born with a unique cultural heritage, my Franco-Pakistani self enjoyed a whole 18 years in the capital of Pakistan before finding myself in South of France on a fulfilling educational artistic adventure. Fearlessly finding the perfect balance of my multicultural & multilingual richness, I've been able to hop around the globe, challenging myself constantly. Whether I am starting up a flourishing business at age 25, or looking at life's moments through a lens, jumping on a stage to tell a story or on a plane with essentials, camera equipment, my backpack & motorcycle helmet - I am always embracing new opportunities, adapting to different environments & learning new things every step of the way.*

## > OBJECTIVES

To work in a space where my creativity, skills & experience can be used & challenged for continued growth while contributing to the success of a business.

## > PROFESSIONAL EXPERIENCE

**BIKE SHED MOTORCYCLE CLUB / SALESPERSON**, LONDON, UK // APRIL - DEC 2016 // [WWW.THEBIKESHED.CC](http://WWW.THEBIKESHED.CC)

Exercising my knowledge & expertise of motorcycle apparel & accessories to clients & riders in a place that is considered a true Mecca for the motorcycle community around the world. It was my job to guide the customers about technical information regarding moto gear & finding the right fit, both body-wise & budget-wise. Responsible for weekly inventory. A fun & unforgettable tailor-made shopping experience made unique with amazing products personally curated by myself and the shop team.

**NIUME / SOCIAL MEDIA & COMMUNITY MANAGER**, LONDON, UK // JAN - APRIL 2016 // [WWW.NIUME.COM](http://WWW.NIUME.COM)

In my few months at this extremely successful startup company based in the hub of London's most creative spaces, I gained extensive knowledge about social media. Through this community-driven blogging platform I regularly created fresh & enthralling content for over a dozen blogging "Spheres", trained in creator acquisition and community management & responsible for daily social media posts mainly on the companies Twitter & Instagram account. Made a substantial increase in the users registered & creating content on Niume.

**MOTOFACORY / SHOP MANAGER**, PORTLAND, OR USA // APR - OCT 2015 // [WWW.MOTOFACORYPDX.COM](http://WWW.MOTOFACORYPDX.COM)

Not only responsible for administrative tasks, including creating a cohesive work environment for coworkers & ensuring a unique, positive, informative & fun experience for customers, but also assisted mechanics with motorcycle servicing, ordering parts & supplies. In my dual role I was also managing shop marketing initiatives to grow the business, including crafting a social media strategy with content that boosted their Instagram following by 42% in 4 months. Photographed content for their google profile, creating a solid database of images to target a specific clientele.

**JADOO / FOUNDER AND OWNER** , LYON, **FRANCE** // APR 2009 - OCT 2011 // WWW.JADOO.FR

Brought to life a concept of promoting traditional craft & original articles from Pakistan/India/Kashmir/Afghanistan. Designed & set-up boutique, curated/built product displays, handled budget & expense reports, advertising & marketing, logistics, travelled to Pakistan to select & buy products, local market promotion, styling photoshoots. Immediate profit within the first year. Gained positive attention from a diverse audience & population. Engaged in artisan interviews to share/establish a personal connection & public outreach. Created database for clients, held private sales and invite-only events at the store. United a community in the neighborhood with a new outlook on modern day Pakistan and that subcontinent. Recognized as a "must see" shopping destination by Lyon's shop guide.

## > VOLUNTEER EXPERIENCES //

**PORTLAND CENTER STAGE - ARMORY THEATER / ASSISTANT**, PORTLAND, OR **USA** // APR 2012 - NOV 2015

Assisted with all office & administrative responsibilities, including, but not limited to: subscriber mailings, donor cultivation, stewardship, communication, database organization & event promotion. Ushered attendees for more than 25 shows.

**BRODY THEATER BOX OFFICE & LIGHT / SOUND TECHNICIAN**, PORTLAND, OR **USA** // FEB 2014 - MAY 2015

Administered ticket sales & house production. Coordinated general lighting of stage & sound control. Informed & prepared actors for call times & line-ups for more than 30 shows.

**'LE MONDE' FRENCH IMMERSION PUBLIC SCHOOL / TEACHING ASSISTANT**, PORTLAND, OR **USA** // SEPT 2012 - JUNE 2014

Directed & assisted with kitchen preparation, lunch, recess, Physical Education classes & extra curricular activities such as field trips. Being an asset as one of the only native French speakers on staff. Engaged in structured discipline & child

## > EDUCATION

**Art of Film Making (I)**- Certificate, NW FILM CENTER, PORTLAND, **USA** // Jan-April 2017

**TEFL/TESOL** - Certificate, TEFL MONTPELLIER, **FRANCE** // 2006

**BA LLCE** - Language, Literature & Foreign Civilizations, University of AIX-MARSEILLE, **FRANCE** // 2005-2006

**BA Visual Arts** - University of AIX-MARSEILLE, **FRANCE** // 2002-2005

**A-levels** - Art & Design/ English Literature/ Urdu, ISLAMABAD, **PAKISTAN** // 1999-2001

**GCSE** - Art & Design/ Commerce/ History/ English Literature, English Language, French, Urdu/ Islamiyat, ISLAMABAD, **PAKISTAN** // 1996-1999

## > SHORT COURSES / WORKSHOPS

**Welding Course** - PNCA, PORTLAND, OR **USA** // SEPT-OCT 2012

**Textile Design Course** - PNCA, PORTLAND, OR **USA** // JULY 2012

**Adobe Creative Suite fundamentals** - PNCA, PORTLAND, OR **USA** // JUNE 2012

**Photography Course** - Newspace Center for Photography, PORTLAND, OR **USA** // JAN 2012

## > SKILLS & FUN FACTS

\_ Fluent in French / English / Urdu & Hindi

\_ When it's nice out you can find me on a moto with my film & digital camera strapped around me, my partners in crime.

\_ I travel the world in quest of constant connection with the desire of adopting customs & traditions enabling me to broaden my perspectives & inspire me in the most amazing ways.

\_ Electronics fascinate me, Arduino courses & soldering together modular synthesizers help keep the geek in me alive.