

FAREEDA AHMED (PYRACHA)

| FareedaNYC.com |

WRITING EXPERIENCE NEW YORK, NY

Workshop Participation & Output **2017-Pres.**

- **Playwriting** - @The New Group - Wrote two full-length plays and a one-act play.
- **TV Writing** - Taught by Tisch faculty. Wrote four original pitches and a spec pilot. Original pilot underway.
- **Songwriting** - Taught by Juilliard-trained composer. Wrote lyrics & performed song @The Bitter End, NYC.

Select Freelance Work (Paid, Credited, or Awarded) **2006-Pres.**

- **Poetry** - Wrote 350+ poems organized into eight collections since 2006. College Prize for original poetry.
- **Nonfiction** - Edited a full-length manuscript for five-star rated nonfiction book on Amazon.com. Credited.
- **Journalism** - Wrote a dozen op-eds, articles, and theatre reviews for e-magazine elanthemag.com. Paid.
- **Business** - Wrote business plans for three fully funded entertainment startups. Paid.

THEATRE & PERFORMANCE TRAINING NEW YORK, NY

Vocal Performance (*weekly, ongoing*)

- **The Juilliard School** - Voice Class; Italian and English Diction for Singers. **2018-Pres.**
- **Performers Career Center** - Vocal Technique & Performance; Vocal Anatomy. **2015-Pres.**

Acting & Playwriting (*2-year PT, complete*) **2017-2019**

- **HB Studio** - Playwriting (McKee); Acting & Scene Study: Studio Level (Pendleton, Rosenfeld, Oliver).
- **The Shakespeare Forum** - Scene Study; Classical Text Analysis (First Folio Rules); Solo Performance.

CORPORATE EXPERIENCE NEW YORK, NY

Consulting - [Meridian Advisory Group](#). Junior Partner; Head of Innovation Practice. **2015-Pres.**

- Lead engagements for media and entertainment clients to adapt their businesses to the digital era.
- Research and speak on industry trends like streaming video, data analytics, and digital user engagement. Clients include: NBCUniversal, Univision, Conde Nast, Barnes & Noble Education, WWE, XFL, NY1 News.

Advertising - [PureGrowth Partners](#). Head of Digital Strategy. Senior Creative. **2013-2015**

- Wrote & produced national TV, radio, and digital ads. Ghostwrote published articles for [WSJ Online](#).

Finance - [Morgan Stanley](#). Associate. **2006-2010**

- Served in various Strategy roles before, during, & after 2008 Financial Crisis. Series 7 & 63 (broker licenses).

EDUCATION & LANGUAGES

Stanford Graduate School of Business (MBA, Palo Alto, CA) **2010-2012**

Barnard College, Columbia University (BA, New York, NY) **2002-2006**

- Summa Cum Laude. Department Honors for both majors: English; and Asian & Middle Eastern Studies. Thesis of Distinction. President of Pakistani Students Org (cultural events).

Languages - French, Spanish, Urdu/Hindi (all conversational). Native English Speaker.

PASSIONS

- **New Theatre Development & Performance** - Act in paid plays/readings: Backstage.com/FareedaPyracha. Host Monthly Writers Group for six peers from The New Group Playwriting Workshops (since 2017).
- **Community Fundraising** - Served six years on Stanford Business School Fund; advised on young alumni outreach. Currently serve on Fundraising Board of NYC's [QSAC](#) (Quality Services for the Autism Community).
- **Meditation & Energy Healing** - Daily Transcendental Meditation. Reconnective Healing (I of III certified).
- **Tech Startups** - Advised an Argentinian aerospace co., a storytelling app co., and a feminist e-magazine.
- **Learning New Skills** - Since 2010, have learned: horseback riding, rowing, CPR, Astrology (Level II of IV). Currently learning anatomical drawing @ Art Students League, NYC.