



THE HOLISTIC
EDVISOR

College Counseling & Youth Enrichment

Transforming your Path for Holistic Success

Table of Content

Page No.	Content
<u>3</u>	About Us
<u>4</u>	About Our Founder
<u>5</u>	Memberships & Qualifications
<u>6</u>	Why Us
<u>7</u>	Tours & Conferences
<u>8</u>	Acceptances
<u>9</u>	Students testimonials
<u>10</u>	Parents testimonials
<u>11</u>	Proprietary Profile Building
<u>12</u>	Social Impact
<u>13</u>	Research Effect
<u>14</u>	Counseling for Masters
<u>15-16</u>	Our Services
<u>17</u>	Contact Us

About Us



THE HOLISTIC
EDVISOR

Global, High impact, Results Driven Counseling

We take a truly **global approach to counseling**, offering students a bird's-eye view of viable options across countries and education systems, with a clear emphasis on fit over fixation or rankings. Our counseling spans undergraduate, graduate, and junior students, and is designed around long-term growth, purpose, and real-world impact.

We offer a high-touch point, concierge-style service, with detailed and transparent communication involving parents at key junctures of the process. Each student is supported by multiple qualified members of our team, ensuring continuity, accountability, and depth of guidance.



85%

students admitted
to one of top 5
choices



70%

Acceptances to
top 100 institutions



3 million

In Aid and
Scholarships

Mission & Values

The core ethos driving The Holistic Edvisor is ethical, student-centered counseling rooted in empathy, integrity, and trust. Thoughtfully integrated with **data-driven strategies**, our approach meets students where they are and supports them not just as applicants, but as individuals.

At the heart of our work is a sincere belief that every student has their own version of Harvard. Our role is to help them recognise and pursue it with **clarity, purpose, and confidence**.

Our mission is simple yet powerful: **to expand access and demystify the college admissions process** through deeply personalized, holistic guidance that centers on self-discovery, confidence-building, and informed decision-making.

Rather than building imagined profiles, we help students create credible, evidence-based narratives that stand up to today's heightened admissions scrutiny. What sets us apart is our focus on high-impact in-house, student-led projects, rigorous writing curriculums, and capacity-building initiatives, helping students develop authentic proof of their interests, leadership, and achievements.



About Our Founder



Meet Safa Shoaib A.K.A The Holistic Edvisor

Harvard, Ed.M. (Masters) Candidate | College Counselor | Life Coach | Global Education & College Access Advocate

*"I possess over eight years of experience in college counseling, having served at several secondary institutions before eventually formally launching **The Holistic Edvisor**, a boutique college counseling firm based in Karachi, Pakistan. I am a passionate **college access advocate** with **extensive experience supporting low-income, first-generation, and international students**, all in the service of facilitating global intellectual exchange. With a College Counseling Certification from **Teachers College, Columbia University**, **NLP coaching credentials** under the ANLP umbrella, and an undergraduate degree in **English Literature from LUMS**, I seek to reimagine the counseling profession in the Pakistani context, from counselor to destiny bender, trajectory transformer, and opportunity enabler."*

-Safa Shoaib

[Harvard Profile Available Here](#)

Global Perspective, Local Impact

- Volunteer counselor, Matchlighters Scholars Program (College Essay Guy, California) for Questbridge applicants
- Annual delegate from Pakistan for International Association of College Admissions Counseling

Prior Affiliations

 **500+**
Students Counseled

 **8**
years of experience



Building Global Bridges

- Represented Pakistan at the **UBC International Counselor Tour in 2023**
- Joined **Tri-Star Education's Turkish University Tour in 2022**
- Participated in the **IACAC Regional Institute** for the MENA Region at **Georgetown Qatar, 2023**
- Delegate at the **IACAC 2024**, held at **Western University, Canada**
- Conducted over **30 campus visits** to prestigious institutions such as **Rice University, Harvard College, MIT, University of Toronto.**

Memberships & Qualifications

Our founder holds accreditations and memberships from several esteemed international organizations and institutions.

Memberships

- NACAC
- ANLP
- IACAC



Qualifications

- *Ed. M - Masters in Education*, Harvard Graduate School of Education (Current)
- *College Advising Diploma* from Teacher's College, Columbia University
- *B.A. Honors in English Literature*, LUMS
- *Masters in Neuro Linguistic Programming (NLP)* accredited by INLPTA
- *Masters in Hypnotherapy* endorsed by ABNLP
- *Certified mBIT Coach* by mBIT International
- *Certified Professional Coach, Level 1*, from Coach Transformational Academy
- *Certification in Humanistic Integrative Counseling* from CPPD, UK

HARVARD

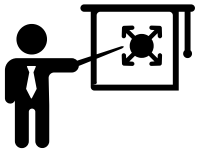


GRADUATE SCHOOL
OF EDUCATION

COLUMBIA
UNIVERSITY



Why Us?



Educationist Core

Our counseling is grounded in an educationist approach, led by our Head Counselor who brings 8+ years of experience across various schools, enabling us to work with students across diverse curricula: highschool diploma, IBDP, O & A Levels.



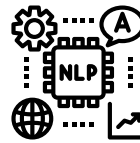
Unparalleled Writing Standards

With Safa's editorial experience at international publications like The Tempest, and the Express Tribune we ensure exceptional writing quality in all application materials.



Small Cohorts

We work with a selective clientele to offer bespoke, one-on-one guidance for each student.



NLP & Proven Methodologies

Leveraging Neurolinguistic Programming techniques and psychometric assessments, we offer scientifically-backed, holistic guidance.



Personalized Guidance

Our approach is tailored to the unique needs and goals of each student, ensuring unique profiles.



Data-Driven Insights

Our advice is informed by the latest data from annual college visits and direct networking with admissions officers.



International Standards

As members of IACAC and NACAC, we maintain counseling standards that meet global benchmarks.



Proprietary Profile Building

We craft strategic roadmaps to align students' profiles with their long-term aspirations.

Our Affiliates



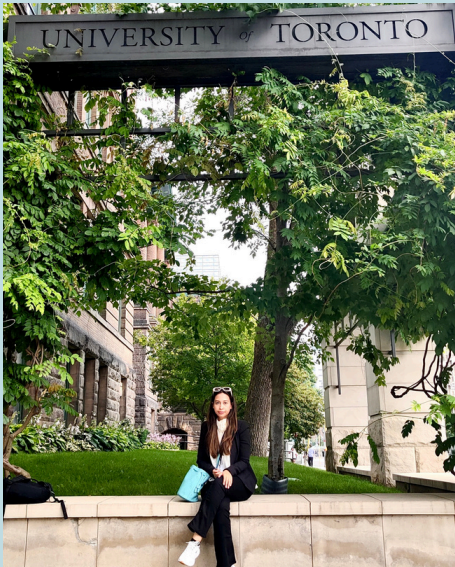
Tours & Conferences



International Counselor Conference,
University of British Columbia
Vancouver, 2023



IACAC 2024,
Western University,
Ontario, Canada



University of
Toronto, 2023



IACAC 2024,
Western University, Ontario, Canada



IACAC Conference,
Georgetown University,
Qatar, 2023



MIT, 2024

Acceptances

Since 2018, here is our legacy of acceptances at top tier global institutions:



Testimonials

Here's what our students have to say about us!



Sarah Abid
KGS
(Class of 2024)

Safa is one of the most cooperative counselors I've come across. She was super patient with each and every concern I had, and was helpful throughout the way. Not only did Safa make her environment comfortable, she helped me make an informed decision and mentored me about the right university choices to make. She also helped me craft a well-written personal statement on time.

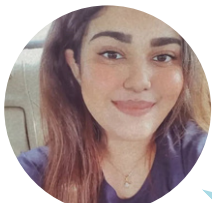
Admitted to: University of Warwick, King's College London, University of Manchester, Queen Mary University of London

I'm in awe. It was an amazing experience and a very good decision to come here. Made my application process infinitely better.

Admitted to: NYU Shanghai (Scholarship \$203,200), Hong Kong University (full tuition scholarship), University College London, University of British Columbia, University of Sheffield, Hong Kong University of Science & Technology, University of Miami (Isaac Bashevis Singer Scholarship)



Kazim Mazhar
Nixor College
(Class of 2025)



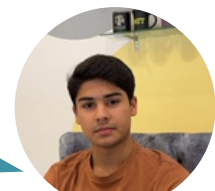
Fatima Nadeem
Cedar College
(Class of 2025)

Safa and the entire team have been so efficient in making this a streamlined process for me. The deadlines, university selection and essays were always dealt with aptly, and my in-depth personality analysis helped me express myself in my main essay. Moreover, through mutual collaboration, the university application process couldn't have been easier. The Holistic Advisor helped us break down the cost structures effectively and explore different options, as well as improve the writing aspect.

Admitted to: Stony Brook University (\$12,000 Scholarship), The New School (\$72,000 Scholarship), Bard, Wagner (\$92,000 Scholarship), UMass Amherst (\$56,000 Chancellor's Award), University at Buffalo SUNY (\$60,000 Scholarship), Michigan State University (\$40,000 Dean's Scholarship + Presidential Study Abroad Scholarship)

The Holistic Advisor was extremely helpful in the application process, especially with narrowing down the exact degree I wanted, the colleges in my best interests and keeping me accountable for meeting university deadlines. They were helpful in finding the college I want, preparing a strong application, keeping weekly meetings and giving good advice.

Admitted to: Constructor University (EURO 15,000 Scholarship), St. Andrews, University of Sheffield, Lancaster University, University of Bath (£2000, Chancellor's Scholarship), University of Amsterdam, Frankfurt School of Finance & Management



Danyal Jafar
KGS
(Class of 2025)



Ayesha Shah
KGS
(Class of 2026)

I am very happy with Holistic's performance. Their work ethics, their attention to detail, and more importantly, their dedication and hard work is very commendable. They guided me thoroughly through my application process. I will continue to recommend Holistic to others, as well as to my sister who will be applying to university in a few years. Thank you Holistic.

Admitted to: University of Lancaster, University of Bath, Durham University, Bristol University

Testimonials

Trusted by parents. Here's what they have to say!

Sumaira Aamer,
mother of
Shahzaib Aamer
(Louden County
High School,
Virginia)

Safa and her team made the college essay process so much less stressful for our family. Throughout the essay writing process, Safa was professional, patient and truly cared about helping my son express his authentic story. From our very first introductory meeting with her to brainstorming sessions with my son, and from there onwards working on couple of drafts leading to the final edits, Safa was truly remarkable and really supportive with her expert guidance and content knowledge. Her team is on top of communication despite the time difference between us and their office hours. We would highly recommend this service to all parents who want guidance and support for their college bound students.

I felt the approach took into account Humaira's particular strengths and weaknesses and accommodated her specific goals. I am extremely grateful for the support that has been offered by Holistic. The team has been extremely proactive in resolving any concerns or queries.

Admitted to: Mount Holyoke-\$80K/year

Sehar Atiq,
mother of
Humaira Atiq
(Karachi
Grammar School)

Alina Mohammed,
mother of
Rida Bukhari
(Karachi Grammar
School)

Extremely grateful to Safa, the entire team at Holistic Edvisor for guiding my child so well and thoroughly through the most difficult time in a child's life.

Admitted to: University of Miami, \$25K/year Presidential Scholarship, University of Illinois Urbana-Champaign, UMass Amherst, \$18K/year chancellor's award

Safa was excellent in helping danyal and us through the process. She is patient and thorough in her work. I strongly recommend her to anyone looking to go abroad as well as in Pakistan.

Student admitted to: St Andrews, University of Bath, University of Amsterdam and many more!

Aalia Jafar, mother
of
Danyal Jafar
(Karachi Grammar
School)

Shahreen Nassar,
mother of **Ayesha**
Shah
(Karachi Grammar
School)

Honestly you all have been amazing, as parents we really came into the whole applying to university for our first child with very little knowledge, you made the whole process very easy and smooth and Safa you were there to answer any questions and were hands on helping and guiding Ayesha the whole time, Eman was also wonderful, thank you both for all your time and help, I just know in my heart that Holistic Edvisor will do so well and you guys will be the number 1 college advisors in Pakistan very soon.

Proprietary Profile Building

Student Spotlight

Class of 2025-2026

At **The Holistic Advisor**, we believe in empowering students to discover their passions and shape purposeful, impactful journeys, both in and outside the classroom. Our students don't just apply to universities, they arrive as leaders, changemakers, and innovators.

Through tailored mentorship, strategic profile-building, and authentic support, we help students craft stories that resonate.



Syeda Fatima Shah

Independent AI Researcher | Veritas AI Scholar | Computer-literacy Advocate

- **Project Manager of BrightBytes** teaching coding at the Kiran Foundation
- Developed an AI prediction model through the **Veritas AI Scholar Program**, applying advanced machine learning techniques.
- **Co-authored a research paper with a GIKI professor** on AI applications in tunnel farming in Pakistan.



Rida Bukhari

Founder of Umeed-e-Sehat (NGO) | Biomedical researcher | Oxford STEM school learner

- Passionate about healthcare equity and female health advocacy.
- **Conducted research** on Mycobacterium tuberculosis under Oxbridge Scholar |
- Attended **Oxford's Summer STEM Program**, expanding scientific knowledge and skills.
- **Shadowed infectious disease specialists** at Ziauddin and Indus Hospitals.



Anas Yasir

Engineering Innovator | Team Manager, Shell Eco Marathon | STEM Leader

- **Team Manager** of Nixor Sharks (Shell Eco Marathon), leading multidisciplinary engineering teams and designing the electrical system for Pakistan's first high-school Shell Eco Marathon car.
- **Strong STEM and leadership** profile demonstrated through student government roles, engineering competitions, and community service initiatives.

Class of 2024-2025



Kazim Mazhar

President, Nixor Student Government | Science Olympiad Head Coach | Social Impact Leader

Kazim demonstrated leadership and scientific depth through student leadership, charitable initiatives, and co-authoring a research paper on gene editing, shaped through our personalized mentorship



Fatima Nadeem

Student Council | Peer Tutor | Legal Intern

Fatima built a multidimensional profile across law, writing, research, and mental health advocacy through student leadership, a legal internship, research, and psychology tutoring, reflecting strong intellectual curiosity and community engagement.



Kimaya Liaquat

L'Oréal Intern | Climate Action Council | Young Entrepreneur

Kimaya developed a multidisciplinary profile in sustainability and innovation through carbon reduction work at L'Oréal, climate action initiatives, and a solar-powered business proposal, shaped through our customized mentorship.

Sample Passion Projects by our Students



The Math Hub



Gene Quest



Behtar Mustaqbil

Social Impact

In-House Projects

We believe meaningful education goes beyond applications and admissions.

What sets us apart is our focus on **in-house, student-led projects** that allow students to apply what they learn beyond the classroom. Some of our most recent and eminent projects are:

- **BrightBytes** – A collaborative initiative between the **Holistic Advisor** and **The Kiran Foundation**, where our students **teach digital literacy to underprivileged children**, fostering leadership, empathy, and social responsibility.
- **Investeens** – A student-driven **financial literacy newsletter** designed to make money management and investing concepts accessible to teenagers.

These initiatives are conceptualized, led, and executed by our students, with mentorship from our team—helping them build strong, authentic profiles rooted in impact, initiative, and innovation.

At Holistic Advisor, we don't just prepare students for admissions. We help them create meaningful experiences that set them apart.



The Research Effect

Turning curiosity into credibility

Here's why research matters



Showcasing research increases **admission likelihood** by **3x (40%)**



45% of **Caltech** and **1/3rd** of **UPenn** admits in **2025** showcased research



Harvard's key criteria for admissions is research. It boosts chances by **8x**.

Research opportunities offered by us in collaboration with international affiliates:



LUMIERE
EDUCATION



RISE
RESEARCH

- Support in producing an independent research project
- Publishing it with 1:1 mentorship provided by a PhD scholar from Ivy Leagues or Oxbridge
- Renowned publication avenues highlighting student-led research

- A personalized academic research mentorship program
- Students are matched with faculty and PhD mentors from leading universities to work on original research projects.

- Support in producing an independent research project
- Publishing it with 1:1 mentorship provided by a top-tier graduate.
- Iterative feedback and revision cycles with expert mentors

Counseling for Masters

We are proud to provide holistic counseling for a wide range of Master's programs, with students admitted to top institutions such as Harvard and Penn.

We work with Master's candidates at different stages of life, whether they are returning to academia after several years in the professional world or strategically planning their graduate applications in their final year of undergraduate study. For competitive scholarships such as Fulbright and Erasmus Mundus, we have curated a panel of experts who enrich the process with their firsthand experiences.

Meet Our Specialist Mentor Panel



Shermeen Tanveer

Erasmus Mundus Scholarship Mentor

Materials Engineer from NUST
Erasmus Mundus Scholar, 2023 – BioPharmaceutical and Materials Science,



Subhah Khan

Fulbright Scholarship Mentor

Economics and Political Science Major from LUMS
Fulbright Scholar, 2025 – Teaching, Learning, and Technology at Lehigh University. Also accepted to Harvard Graduate School of Education

Testimonials from Masters' Students!



Nobhan Karim Shah
Prof. IoBM,
Indiana University,
Class of 2012

Holistic Edvisor's guidance for my master's application made a world of difference. They were thorough professionals who helped me improve my profile, refine my personal statement, and carefully research universities that matched my goals. Thanks to their support, I got into my top-choice university.

Admitted to: Harvard Graduate School of Education, University of Pennsylvania Graduate School of Education (\$10,000 Scholarship)

Working with Safa was an incredibly positive experience. From the very beginning, she took the time to truly understand who I am—my goals, my strengths, and even my uncertainties. Her guidance was thoughtful, personalized, and always encouraging. I never felt like just another student; instead, I felt supported every step of the way. Her expertise made the entire college application process feel manageable and much less overwhelming. I'm truly grateful for Safa's help and couldn't have asked for a better counselor!

Admitted to: University of British Columbia, MET (Masters in Educational Technology Program)



Ayesha Abid
Teacher at
Cedar School,
LUMS Class of 2017

Our Services

1. Comprehensive Counseling (Undergraduate)

We provide comprehensive end-to-end, personalized college counseling, guiding students through every step of the admissions journey. From selecting the best fit universities to crafting compelling applications and securing scholarships, we offer expert support to maximize success in global higher education.



U.S.A, UK, Canada, Europe (selected countries), Asia (selected countries)

Eligibility: AS & A Level Students/Highschool Juniors & Seniors

- Profile building
- Resume and LinkedIn
- Cover letter support
- Internship placements with partners
- Pro-tips & a clear road map
- A well balanced & best-fit college list
- Test guidance & strategy
- Portal support
- Research mentoring
- Essay brainstorming & editing
- Financial Aid & scholarship guidance
- Portfolio + advising review
- Interview preparation
- Evaluation of final choices

2. Graduate University Application Counseling

Busy professionals and final-year college students can trust us to handle the complexities of the graduate admissions process while they focus on their careers.

Eligibility: College Graduates/Final Year Undergraduate Students

- Program research
- Financial aid & scholarship guidance
- A well balanced & best-fit college list
- Essay brainstorming & editing
- Interview preparation
- Testing Guidance & Strategy
- Pro-tips & a clear road map
- Finding your best fit career
- Resume building & editing
- Goal setting & career advancement
- LinkedIn upgrade



3. Essay Advising

Running out of time? And only want help with essays to level up your personal narrative? We've got you.

CommonApp Personal Essay, Supplemental Essays, UCAS Personal Statement, Letters of Motivation

- Brainstorming
- Finding your unique voice and tone
- Structuring your ideas
- Essay Writing
- Proof reading and editing

4. Junior Counseling Track

Successful college admissions begin early. That's why our Junior Counseling Track is designed to build strong, standout profiles from the start. With personalized guidance and strategic planning, we help students discover their passions, pursue meaningful activities, and set the foundation for future admissions success.

Eligibility: 9th, 10th, and 11th Graders /Highschool Freshmen & Sophomores only

- Resume and profile building
- Summer school applications
- Psychometric Testing
- Academic counseling
- Internship placements with partner organizations.
- A-Levels college admissions counseling & app support
- Volunteer work and community service
- O and A-Level subject selection

5. Career & Life Coaching

Our Career & Life Coaching Track is designed for anyone seeking clarity, direction, and purpose, whether you're a student, professional, or at a crossroads. Through reflective guidance and actionable strategies, we help align your strengths with meaningful goals and navigate life with confidence. This journey is grounded in proven NLP and ICF coaching methodologies that we integrate into every session for transformational impact.

- Resume building and editing
- Finding your best fit career
- Goal setting and career advancement
- Overcoming procrastination, negative self talk, limiting beliefs & cycles of self sabotage
- LinkedIn upgrade
- Organizing job hunt & writing cover letters

Sign Up Here

Comprehensive
Undergraduate &
Graduate Counseling
& Essay Counseling



Junior Counseling
Track



Contact Us



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+ 17134447397



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