

EDUCATION

- MPhil Media Studies

CGPA - 3.91 *Batch Topper*

Weighted Percentage: 97.7%

2019 - 2021

Riphah International University (RIMS)

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BS (Hons.) Comm. and Media Studies

CGPA- 3.73 *Medalist*

Weighted Percentage: 92.7%

2014 - 2018

Fatima Jinnah Women University

PROFESSIONAL COURSES

●

Introduction to Graphic Design (2024)

Awarded by Great Learning Academy

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Introduction to User Experience Design

Awarded by Georgia Institute of Technology (Coursera)

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Fundamentals of Graphic Design (2024)

Awarded by California Institute of the Arts (Coursera)

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Introduction to Google SEO (2024)

Awarded by UC Davis (Coursera)

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Social Media Management (2024)

Awarded by META (Coursera)

TECHNICAL SKILLS

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Adobe Photoshop

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Adobe Illustrator

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Adobe Premier

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Aobe Audition

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MS Office Applications

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Google Docs

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AI Writing Tools (Chat GPT, Gemini Etc.)

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Canva

EXPERIENCE

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Visiting Lecturer - Graphic Design

Hamdard University

Aug 2024 - Dec 2024

Islamabad Campus · On-site

Taught computer arts focusing on graphic design, specializing in teaching creative concepts, software tools, and industry-relevant practices.

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Branding Specialist + Content writer

Healthspan Nexus

Aug 2023 - July 2024

Ontario, Canada · Remote

Crafted brand identity. Played a pivotal role in visually shaping how a brand communicates and resonates with its audience and produced engaging web content.

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Visiting Lecturer- Graphic Design

Hamdard University

Feb 2023 - Jul 2023

Islamabad Campus · On-site

Taught two dynamic programs: Bachelor of Computer Arts and Digital Media Broadcast.

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Book Reviewer

OnlineBookClub.org

Feb 2022 - Dec 2022

Connecticut, U.S. · Remote

Worked as a freelancer and reviewed literature across multiple genres.

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Internews Agency

Client: Gulf Times

Jan 2019 - Dec 2021

Islamabad, Pakistan · Hybrid

Special Correspondent

Crafted news stories and edited news articles to improve clarity and grammar.

Office Coordinator

Provided administrative support, coordinated meetings and managing schedules.

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Coordinator of Volunteers

Pakistan Maritime Security Agency

May 2018

Pakistan, Internship

Assisted the national institution in preparing and distribution of news and press releases.

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News Intern

Pakistan Television (PTV News)

Jun 2017 - Jul 2017

Pakistan, Internship

Worked with senior editors to develop news stories.

RESEARCH PAPERS

- Feedback on Cybernews: A Comparative Analysis of User's Feedback on COVID-19 Related News on Facebook Accounts of Global News Agencies
Journalism Studies eJournal - SSRN · Feb, 2023
- Representation of Third world Nations by Foreign News Agencies in Pakistan's English Language Press
International Political Economy: Globalization eJournal - SSRN · Feb, 2023
- Ethical Responsibility of Advertisers: Using TARES as an Ethical Model for Assessing Fast Food Advertising in Pakistan
Consumer Social Responsibility eJournal - SSRN · Dec, 2022
- An Analysis of Audience Perceptions of the Music Programs by FM Radio Dilber: A Case Study of Swabi and Charsadda
Global Multimedia Review · Aug, 2022
- Print Media Coverage of Climate Change: Comparative Study of Opinion Pages of Pakistan's Urdu and English Language Press
Environmental Science & Climate Change eJournal - SSRN · Dec, 2021

AWARDS AND CERTIFICATES

- Silver Medal in Bachelors
Awarded by Fatima Jinnah Women University
- Aptis – English language test
Awarded by British Council
- International Kangaroo Contest
Awarded by Kangourou Sans Frontieres

LANGUAGE PROFIECIENCY

- English
Fluent
- Urdu
Native

WORKSHOPS AND COMMUNITY WORK

- Workshop on social change and Entrepreneurship (2016)
Conducted by Women Through Films
- Training Session on Warehouse Management
Conducted by Read Foundation
- Volunteered in Cleaniliness Drive
Conducted by Read Foundation

SOFT SKILLS

- Creativity
- Client Relations
- Feedback Reception
- Critical Thinking
- Attention to Detail
- Effective Communication
- Adaptability
- Time Management
- Leadership

HARD SKILLS

- Research Branding Layout
- Layout
- Composition
- Web Design
- Editing
- Project management
- SEO
- Social Media Management