

Content Strategist | Digital Media Specialist | TV Producer
Lahore Pakistan | +923006960376 | theraza3@gmail.com

PROFESSIONAL SUMMARY:

A dynamic media professional with extensive experience in TV production, digital content management, and public relations. Worked with leading news organizations like Such TV, GNN News, and Capital TV, producing current affairs programs, morning shows, and special transmissions. Proficient in content creation, scripting, video editing, and social media management, combining creativity with technical expertise in MS Office, Adobe Premiere, Photoshop, and Illustrator.

EXPERIENCE:

PRODUCER | SUCH TV | ISLAMABAD

MAY 2024 – FEB 2025

Major Responsibilities:

- Develop and produce engaging digital content for social media platforms.
- Create and edit scripts for short-form videos to enhance audience engagement.
- Collaborate with designers and editors to ensure content aligns with brand voice.
- Monitor and analyze content performance and adjust strategies for improvement.

DIGITAL CONTENT MANAGER | IMD, DUBAI

FEB 2023 – FEB 2024

Major Responsibilities:

- Managed content production and digital strategy across multiple social media channels.
- Led a team in content creation, video editing, and campaign execution.
- Implemented data-driven strategies to optimize audience engagement.

CONTENT PRODUCER | GNN NEWS, LAHORE

JAN 2023 – MAY 2023

Major Responsibilities:

- Produced and scripted content for digital and television platforms.
- Created engaging news segments and social media stories.

AM PR & ADVERTISEMENT | UNIQUE INTERNATIONAL EDUCATIONAL SERVICES

MAY 2022 – DEC 2022

Major Responsibilities:

- Developed marketing and content strategies to enhance brand presence.
- Managed social media content planning and execution.

OTHER EXPERIENCE IN DIGITAL CONTENT & MEDIA PRODUCTION

- **Producer** | Such TV, Islamabad (2021 – 2022, 2015 – 2020)
- **Head of Programming** | ASFE World TV, Islamabad (June 2021 – September 2021)
- **Head of Programming** | Capital 51 News, Islamabad (August 2020 – April 2021)
- **Producer** | G TV News & Capital TV, Islamabad (2018 – 2019)

EDUCATION:

- **Master of Media & communication** – University of Management and Technology, Lahore (2013)
- **B.Sc. (Bachelor of Science)** – Govt. College, Sahiwal (2010)

CERTIFICATIONS:

- **Advanced Diploma in Film Studies** – Alison (NPTEL), Online (In Progress)
- **Diploma in Project Management in Practice** – Alison (University of Wisconsin), Online (In Progress)
- **Introduction to Digital Journalism (Part 1 & 2)** – Reuters (2021, 2024)

PROJECTS & ACHIEVEMENTS:

- Developed and implemented digital content strategies for major media outlets.
- Produced high-performing short videos and news segments for social media.
- Directed multiple documentary projects on social issues and brand storytelling.

SKILLS:

- Content Strategy & Development
- Social Media Management & Analytics
- Scriptwriting for Short-Form Videos
- Digital Marketing & Brand Storytelling
- Video Editing & Production
- SEO & Social Media Trends
- Adobe Premiere, Photoshop, Illustrator
- MS Office: Word, Excel, PowerPoint