



M HUSSAIN NAQVI

MEDIA PLANNER



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B17 MPCHS, ISLAMABAD

EDUCATION

BACHELOR OF MASS COMMUNICATION

2017 - 2023

- NATIONAL UNIVERSITY OF SCIENCES
AND TECHNOLOGY (NUST), H-12,
ISLAMABAD

SKILLS

- Media Planning & Execution (TV,
Radio, Print, Digital)
- Budget Allocation & Cost Tracking
- Vendor and Agency Coordination
- Campaign Performance Analysis &
Reporting
- Strong Communication & Team
Collaboration
- Familiarity with tools: Studiobinder,
Google Ads, Facebook Ads Manager
- Proficient in Microsoft Office Suite
(Excel, PowerPoint, Word)

MY HOBBY

- ANIMATION
- SET/LIVE SKETCHING
- GARDENING

ABOUT ME

Resourceful and detail-oriented Media Planning Executive with a strong foundation in both conventional and digital media. Adept at managing cross-platform campaigns, media budgeting, performance tracking, and vendor coordination. Seeking to contribute strategic planning and execution skills to Zong's Marketing Department to drive maximum ROI and campaign success.

WORK EXPERIENCE

PAREIDOLIA FILMS LLC PRODUCTION DESIGNER 2023-PRESENT

Goodbye Mother – Short Film

- Led the visual development and production design of the award-winning short film Goodbye, Mother, celebrated for its cinematography and storytelling at national film festivals.
- Managed art department budgets, sourcing, and team coordination to maintain production timelines and creative vision.
- Contributed to the film's success at festivals including PTV's Green Belief Short Film Festival (2nd Place) and the 2nd Naqsh Digital Film Festival 2023 (Best Cinematography).
- Collaborated with the director and cinematographer to craft immersive visual environments that supported the emotional arc and thematic depth of the narrative.
- Designed and executed set elements, props, and color palettes to enhance the film's aesthetic coherence and mood.

PAREIDOLIA FILMS LLC

ASSISTANT DIRECTOR

Documentary for the International Labour Organization

- Assisted in the direction and coordination of a multi-city documentary production for the International Labour Organization, highlighting labour rights and socio-economic issues in Pakistan.
- Managed on-ground logistics, location coordination, and crew supervision across diverse urban and rural environments.
- Worked closely with the director and production team to ensure narrative consistency, timely execution, and smooth day-to-day operations during field shoots.
- Facilitated interviews, B-roll captures, and location scouting, ensuring each segment aligned with the ILO's communication objectives.
- Maintained strong coordination between local units, talent, and international stakeholders to deliver high-quality content under tight timelines.

SIYAAHAT FILMS

ASSISTANT DIRECTOR

MAY 2023

Mehram – Music Video | Siyaahat Films

- Collaborated closely with the director and production team to ensure smooth execution of the music video shoot from pre-production through post.
- Managed on-set logistics, coordinated shot schedules, and supervised cast and crew to maintain shooting efficiency and creative consistency.
- Assisted in script breakdowns, call sheet creation, and location management to align production goals with the artistic vision.
- Ensured effective communication between departments, enabling timely decision-making and real-time problem solving during fast-paced shoot days.
- Supported the director in performance direction, blocking, and visual continuity to enhance storytelling and visual composition.
- Contributed to production design and overall creative input, adding value to the visual tone of the project.

ASSISTANT DIRECTOR

YOUSAFZAI FILMOONA

Apr 2024 - Jul 2024

Podcast Production – United Nations Institute of Peace

- Supported the development and execution of a podcast series focused on peacebuilding strategies in conflict zones, in collaboration with the United Nations Institute of Peace.

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- Coordinated pre-production planning, script alignment, guest scheduling, and technical requirements to ensure a smooth recording process.
- Assisted in shaping narrative flow and episode structure, contributing to meaningful, research-informed dialogues on conflict resolution and social cohesion.
- Managed remote and on-site recordings, liaising with subject-matter experts, peacebuilders, and field contributors.
- Oversaw post-production workflows, ensuring content accuracy, sound quality, and timely delivery of each episode.

INTERNSHIP LEADS TO JOB

PAKISTAN TELEVISION

Sep 2022 - Feb 2023

- Assisted in the production of a high-profile podcast series hosted by Vaneeza Ahmad, featuring distinguished guests such as politician Maryam Aurangzeb, filmmaker Sarmad Khoosat, and veteran actress Bushra Ansari.
- Supported all stages of pre-production, including script formatting, research, call sheets, guest coordination, and studio preparation.
- Managed logistics and backstage support during recording sessions, ensuring smooth communication between the technical crew, host, and guests.
- Collaborated with producers and editors to maintain content quality and thematic consistency across episodes.
- Contributed to planning meetings, production timelines, and behind-the-scenes operations, gaining hands-on experience in professional broadcast workflows.

INTERNSHIP

BEN-DAOOD STUDIO

July 2022 - Sep 2022

Digital Marketing Intern

- Assisted in executing digital marketing strategies focused on brand awareness and audience engagement across multiple social media platforms.

- Created and scheduled visually compelling and brand-aligned content for Instagram and Facebook, to support ongoing campaigns.
- Monitored social media performance metrics and contributed insights for improving reach, engagement, and follower growth.
- Participated in content planning sessions, contributing creative ideas for visual storytelling, brand identity, and audience targeting.
- Supported influencer collaborations and trend-based content strategies to enhance brand visibility in competitive creative markets.

REFERENCES

- Available upon request.