



Asam Saleem

/Aa-Sim sa-leem/

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H-9, NUML Islamabad.

Summary

Driven by a passion for bridging academia and media, I offer a diverse background in academic administration (with a focus on learning, training, and development), teaching, and developing research skills. I am committed to fostering strong professional relationships and delivering valuable contributions that exceed expectations.

EDUCATION

PhD (Mass Communication) (Level 8 – Pakistan Qualification Framework)

National University of Modern Languages ISB, Pakistan

[Enrolled: Sep 2022 –]

CGPA: **3.85 out of 4** | (Coursework Qualified)

MS Media Studies (Level 7 – PQF)

Riphah International University Islamabad, Pakistan

[02 Feb 2017 – 20 Sep 2019]

CGPA: **3.59 out of 4** | Research Title: Satisfying the competition: Journalists communicating workplace challenges while protecting institutional integrity?

M. Sc (Mass Communication) (Level 6 – PQF)

Allama Iqbal Open University, Islamabad.

[02 Feb 2010 – 09 Sep 2012]

MBA (Human Resource Management) (Level 6 – PQF)

Allama Iqbal Open University, Islamabad.

[06 Feb 2006 – 30 Apr 2009]

WORK EXPERIENCE

Lecturer

Media & Communication Deptt, NUML Islamabad

Teaching at undergraduate level students.

[28 Jan 2025 – Date]

Proof Reader / Academic Administrator

Academics Branch, NUML Islamabad

[06 Aug 2013 – 30 Jun 2025]

- Managed comprehensive student lifecycle processes, including admission for PhD, Master's, and BS programs, registration allotment, and resolving diverse student-related issues (leave requests, campus transfers, subject selections, semester freezes).

- Managed administrative and compliance tasks, including preparing minutes of academic council meetings, handling cases from the Federal Ombudsman and court, and overseeing file management (electronic and paper).
- Prepared and processed critical documentation, such as minute sheets for obtaining necessary approvals and compiling campus data as per HEC requirements.
- Streamlined admission procedures, scrutinizing online and hardcopy applications against eligibility criteria, coordinating admission tests and interviews, and shortlisting candidates.
- Served as a primary liaison between academic teams across Management Sciences, Computer Science, and Social Sciences faculties.
- Ensured compliance with HEC regulations by preventing the collection or entertainment of admission forms with terminal degrees from blacklisted institutions.
- Maintained rigorous data integrity for student records, including accurate compilation, CMS updates (e.g., name correction, address update), and timely distribution of applicant lists to departments.
- Provided extensive career counseling to prospective undergraduate and graduate applicants.
- Facilitated alumni services, specifically addressing attestation issues and liaising with the HEC Pakistan Qualification Register (PQR) desk.

International Resource Person (AIOU) / Tutor

[06 Sep 2019 – date]

I taught international graduate students the following subjects i.e. **Broadcast Media, Electronic Media, Communication Research Methods, Intro to Media studies, Principles of Journalism, Development Support Communication.**

CONFERENCES/SEMINARS/COURSES

1- One day training on “ Corporate Etiquettes ”, Certificate of Acknowledgement	19 Nov 2013
2- One day training on “ Personality Traits & Entrepreneurship ”	26 Nov 2013
3- Indigenous on campus training (IOT) under modern university governance program on “ Leadership Styles and Management Approaches ”	15-17 Nov 2015
4- Training Certificate on Creative Writing Verify online at: https://digiskills.pk/verify Certificate ID: 7Y5JYKXPQ	Apr-Jun 2019 (3 months)
5- One day Webinar on “ COVID-19: The impact and role of Mass Media during the Pandemic ”	8 Sep 2020
6- Two days' workshop on “ Promoting Research Excellence in Academics across Pakistan ” at HEC, Pakistan	1 st & 2 nd Feb 2022
7- “ Navigating the pathways of Publishing in High-quality Journals by using Scopus ” at HEC, Pakistan	15 Nov 2022
8- “ 21st Century Skills of English Teachers: Challenges, Key Skills, and Innovation ” under TEA Alumni Small Grants funded by RELO, US Embassy Pakistan.	22 Jan 2023 to 18 Mar 2023 (Ten Weeks)
9- From article to art: Creating visual abstracts - Parts 1 & 2: A Guide to Visual Abstracts – Researcher Academy Presented by Michelle Feng He, Ginny Pittman	19 th Jul 2023
10- “ Work Smarter, Not Harder: Time Management for personal and professional development ” University of California, Irvine - offered through Coursera https://coursera.org/share/dced2fe5016531c065a685975b00aa0b	28 th Oct 2023

11- Webinar - “Ethical Use of Generative AI Tools for Academic Writing” powered by Paperpal team.	13 th Dec 2023
12- Online Workshop – “Content analysis in Media Studies Research: Then and Now” Trainer - “Prof. Dr. Michael Prieler”, Media School of Hallym University, South Korea conducted by BUIC.	14 th Dec 2023
13- How To Create Stunning Visuals, Tables, And Graphs for Impact hosted by “Editage” conducted by Dr. Jacob Wickham	20 th Feb 2024
14- Emotional Intelligence: Cultivating Immensely Human Interactions - 20 hours long course offered by University of Michigan through Coursera https://coursera.org/share/2058762bb97cb84cdcd8509e7ddd7bcf	20 th Feb 2024
15- Publish your systematic review: Live workshop #19 Presented by Prof. David Stuckler https://youtu.be/48QqnsIs18E	12 th Mar 2024
16- Online Workshop - “Editor Spotlight: Getting Published in Education Journals” organized by Taylor & Francis Group.	13 th Mar 2024
17 – Face to Face Workshop – “Navigating Mental Health and Resilience” at two-day International Conference “Unity in Diversity for National Cohesion at Air University Islamabad”	29 th & 30 th April 2024
18 – Participated on 2nd International Conference on Media & Communication Studies (ICMACS 2024) – Foundation University Islamabad.	7 th May 2024
19- 9th International Youth Conference (Hybrid) themed “Youth Lead the Future” hosted by University of California, Los Angeles, Laskin Welfare.	30 th May to 2 nd Jun 2024
20- Data Privacy in the Age of AI PAFLA (Pakistan Freelancers Association) conducted a series of webinars to provide a global perspective on data protection laws and regulations.	25 th Jun 2024
21- “Unlocking the power of Scopus webinar 3: Navigating Scopus metrics to select Journal for publication” Researcher Academy Presented by Dr. Vinita Saroha.	28 th Aug 2024
22 - Trusted publishing vs. predatory journals: What does it mean for the integrity of science? Researcher Academy Presented by Flavian Stokker Cheregi.	17 th Sep 2024
23 - Shorten your path to publication: Researcher insights from submission to rejection conducted by Elsevier.	22 nd Oct 2024
24- Faculty Development Program Level -1: Academic Planning, Academic Execution, Academic Management & Research held at NUML	27 th -31 st Jan 2025
25- Webinar: AI & Research: The Big Picture of the Research Methodology Course 2025 under Center for Learning and Teaching (CLT) – Forman Christian College	15 th Jun 2025
26- South Asia Teaching English Online Conference 2025 by British Council	17 Jul 2025

DIGITAL AND RESEARCH SKILLS

- ✓ Handling software(s) i.e. Mendeley, Zotero, MS Office, SPSS, Ahrefs, MOZ Pro, Keyword Everywhere
- ✓ Article Writing, Blog Writing, Content Management, Social Media Management,
- ✓ APA citation, Data handling in Research, Article review
- ✓ Search Engine Optimization (SEO), On page/Off page SEO, Technical & Local SEO, Generative AI,
- ✓ Good Communication skills in English and Urdu Language

LANGUAGE SKILLS

Duolingo Certification (English Language): Overall Score 115 dated 14.04.2024 (validity two years)