

AMNA ALI

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Bahria Phase 8 - Rawalpindi, Pakistan.

EDUCATION

- **MPhil Media and Communication Studies (October 2020 – July 2022)**
University of Central Punjab, Lahore, Pakistan **CGPA 4.00 (out of possible 4.0) - (Gold Medal)**
Dissertation Title: “Exploring Objectivity, Journalistic styles and Information Biases: A Content Analysis of News Bulletins of Pakistani TV Channels”
- **BS (Hons.) in Media Studies (March 2014 – July 2018)**
University of Management and Technology, Lahore, Pakistan **CGPA 3.65 (out of possible 4.0) - (Gold Medal)**
Dissertation Title: “Psychological Consequences of Breaking News and the Impact on Human Behavior”

TEACHING EXPERIENCE

Permanent Faculty

- **Superior University: (Jan 2024 – March 2025)** working as a full-time lecturer in School of Media and Mass Communication, Superior University, Raiwind Campus Lahore Pakistan.

Visiting Lecturer

- **Beaconhouse National University (September 2023 – Feb 2024)** Teaching the course “Digital Advertising and PR” to BS 7 Professionalization Course.
- **University of Central Punjab (March 2023 – July 2023)** Teaching the course “Introduction to Digital Media” to BS Digital Media.
- **Minhaj University: (November 2022 – July 2023)** Teaching the course “Media Ethics and Laws” to BS Mass Communication, “Digital Media and Globalization” to BS Liberal Arts, and “Photo Journalism” to BS Mass Communication Students, and “International Communication” to Master Students.
- **Superior University: (November 2022 – Feb 2023)** Teaching the course “Introduction to Digital Media” to BS Digital Media.

PROFESSIONAL EXPERIENCE

- **Digital Media Gang: (2023 – 2024)** Digital Media Marketer of a UK based firm. Monitoring content of international brands, monitoring Facebook and Instagram ads, partially Google ads.
- **Oz Web Agency: (2022 – 2023)** Freelancer for an Australian Web Agency. Write articles for multiple brands and digital marketing firms. SEO specialized, keyword targeted, and niche oriented.
- **Motive: (2021 to 2022)** Content Strategist in a US based company. Monitoring brand marketing and generating leads from content posted on website and digital platform of the company. From November 2021 to April 2022.
- **Ensmile: (2019 to 2021)** Social media content strategist, and a digital marketer of a UK based firm. Monitoring marketing and generating leads from content posted on digital platforms of the company.
Responsible of all digital platforms content creation for the respective social networking sites of company including captions and blogs.
- **Radio Awaz 99.4 FM: (2018 to 2019)** Radio Jockey. Show time Saturday and Sunday 10 AM to 12 PM. Promoted education and reading culture through shows.
- **Marketing Media Network: (2018 to 2018)** worked as a social media content writer, and handled client servicing. Organized a TVC of 'BLESSO' including scripting and voiceover of ad. Edited the food videos of 'MENU' and brought a business of social media of Chawla Group of Industries (PVT) Ltd.
- **Internship at City42: (2017 to 2017)** learned the procedure of prioritizing the news and to channelize every hour's bulletin along with analyzing the task of NLE as a News Producer.
- **Worked as a Radio Jockey: (2015 to 2016)** on mast Fm103 "Morning Show". Used to highlight the significance of education, and positivity that can be explored by reading books.
- **English Language Facilitator and Teacher Assistant: (2016 to 2018)** teacher assistant at university of management and technology. Conducted lectures as a substitute of teachers.
- **DUNYA blogs: (2018 to 2020)** Written articles for Dunya blogs
<http://blogs.dunyanews.tv/22661/>
<http://blogs.dunyanews.tv/22726/>

<http://blogs.dunyanews.tv/23085/>
<http://blogs.dunyanews.tv/24417/>
<http://blogs.dunyanews.tv/25908/>

WORKSHOPS AND CONFERENCES

- **2nd International Media Conference 2024:** I presented research paper co - authored by Dr. Fawad Baig (Dean and HOD of FMMC, UCP) organized by University on Central Punjab (UCP) on the topic of “Investigating Objectivity and Journalistic Styles in Pakistani News Bulletins”.
- **1st International Media and Communication Conference 2022:** Attended 3 days extensive conference on two centuries of Urdu journalism: A journey of opportunities and challenges organized by University of Management and Technology Lahore and presented research paper co- authored by Dr. Fawad Baig (HOD and Associate Professor, UCP) on the topic “Exploring Objectivity and Journalistic Styles in Pakistani News Media: A Content Analysis of TV News Bulletins”.
- **Peace Journalism Workshop 2022:** Attended 3 days extensive workshop on surviving the social media onslaught on mainstream journalism, peace, and democracy in the transitional societies under notable professors, and journalists organized by Forman Christian College University Lahore.
- **Climate Journalism Education Workshop 2022:** Attended one day workshop on mitigating the gap between reporting climatic issues, climate changes and climate journalism in media organized by Forman Christian College University Lahore.
- **AMCAP Doctoral Spring School 2021:** Attended nine days extensive research school with one-on-one mentoring from international professors, workshops, lectures, panel discussions, seminars, projects, and media organization visits organized by AMCAP, Punjab University.
- **Thematic Analysis Using Advanced Quirkos 2021:** Attended a full day workshop on qualitative thematic analysis theory and practical implication of software quirkos for data analysis organized by University of Management and Technology.
- **Data Analysis Using SPSS 2021:** Attended a full day workshop on data analysis using SPSS organized by University of Central Punjab.
- **AMCAP Straut Hall Reading Club 2021:** Attended a one-day interactive workshop to explore research opportunities organized by Department of Journalism, Punjab University Lahore.

SKILLS AND EXPERTISE

- Absolute command on MS Office that includes (Power Point, Excel, and Word)
- Proficient in Adobe Premiere pro, Adobe Illustrator,
- Skilled in using SPSS and in page.
- Efficient at organizing workshops and seminar.

Courses

- **Create a Professional Online Presence**
(UNIVERSITY OF LEEDS AND INSTITUTE OF CODING)
- **Create a Social Media Marketing Campaign**
(UNIVERSITY OF LEEDS AND INSTITUTE OF CODING)
- **Digital Skills: Digital Marketing**
(ACCENTURE)
- **How to Create Great Online Content**
(UNIVERSITY OF LEEDS AND INSTITUTE OF CODING)
- **The Power of Podcasting for Storytelling**
(UNIVERSITY OF WOLLONGON)

References

Dr. Salman Amin (HOD Minhaj University, Lahore).

Dr. Fawad Baig (Dean FMMC, University of Central Punjab, Lahore).