

HAMZA RAUF

Mobile: +923049692525

Email: hamzarauf120@gmail.com

LinkedIn: linkedin.com/in/hamza-rauf-1a1622175

Professional Profile

Mass Communication professional with a strong background in strategic communication, media production, and digital marketing. I leverage generative AI and data analysis to create impactful content and manage projects. My experience includes an internship at ISPR, where I gained valuable insights into strategic communication and media ethics, as well as a three-year role applying my skills in photography and communication as a Farm Manager.

Core Skills

- Generative Engine Optimization (GEO)
- Digital Marketing & E-commerce (SEO, Content, Social Media, Analytics)
- Media Production (Scriptwriting, Storyboarding, Directing, Video Editing)
- Generative AI & Google AI Studio
- Project Management & Team Collaboration
- Technical Support & Data Analysis

Work Experience

Fee Manager | Social Media Manager at Roots IVY University College DHA II, Rawalpindi: 2 May 2026

Teaching Assistant at National University of Sciences and Technology (NUST): 15 Nov 2025 – 02 Jan 2026

Winter Internship at Inter-Services Public Relations (ISPR): 6 Jan – 19 Feb 2025

- Attended specialized seminars on misinformation, disinformation, and media ethics.
- Gained insights into the role of media in shaping public perception, national security, and economic narratives.
- Developed a deeper understanding of strategic communication, fact-checking, and responsible media reporting.

Farm Manager at Ozair Vegetable Farms Rawalpindi: 5 Mar 2020 – 5 August 2023

- Photography and videography of farm activities
- Report writing, documentation, and presentations
- Raising awareness of farm products
- Human resource supervision and product marketing
- Crop planning, scheduling, and irrigation management
- Resource utilization, file handling, and accounts management
- Crop management, fertilizer assessment, and disease control

Volunteer

Content creator at Centre for Counselling and Career Advisory (C3A) NUST: February 2025

- Produced short form video content to enhance student engagement.
- Applied creative storytelling and digital editing techniques for outreach.

Education

MS in Mass Communication, National University of Sciences & Technology (NUST): 2024-2026

In Progress

BS in Media and Communication, Foundation University, Rawalpindi Pakistan: 2019 - 2024

Modules: Media Management & Marketing, Script Writing and Storyboarding, Directing for Camera, Digital Storytelling, Advertising & Public Relation

F.Sc.(ICS) Saint Mary's Academy, Lalazar Rawalpindi Pakistan: 2016 - 2018

Marks: 512/1100

Matric Askaria College, Rawalpindi Pakistan: 2016

Marks: 630/1050

Projects

Bleu de Chanel Advertisement (University Project)

<https://www.youtube.com/shorts/Ce6bKFiUqUg>

- Conceptualized and produced a short-form advertisement that successfully emulated a premium brand identity, demonstrating advanced skills in storytelling, video editing, and sound design for a luxury market

Short Film – “Ramadan: A Month of Sharing and Spreading Love”

https://www.youtube.com/watch?v=O_AnGGli2Q0

- Directed and produced a short film highlighting themes of generosity, community, and compassion.
- Applied scriptwriting, directing, and video editing skills to deliver an impactful message.

Short Film – “Bullying Untold”

<https://www.youtube.com/watch?v=xSV4Nf1hvVE>

- Created a short film addressing the issue of bullying, raising awareness about its emotional impact.

Certifications

8th Aug 2025 Introduction to Generative Engine Optimization (GEO)

Credential URL: <https://www.open.edu/openlearncreate/course/view.php?id=15505>

6th Aug 2024 Google AI Essentials from Coursera

Credential ID: 2GV3YA6NTCAO

Credential URL: <https://www.coursera.org/account/accomplishments/records/2GV3YA6NTCAO>

17th Feb 2023 Google Digital Marketing & E-commerce Specialization from Coursera

Credential ID: XKQXQNU4PZS4

Credential URL: <https://www.coursera.org/account/accomplishments/specialization/certificate/XKQXQNU4PZS4>

27th Dec 2022 Foundations of Project Management from Coursera

Credential ID: 3JX5DHVB7AEF

Credential URL: <https://www.coursera.org/account/accomplishments/certificate/3JX5DHVB7AEF>

25th Dec 2022 Meta Social Media Marketing Specialization from Coursera

Credential ID: 5Z4V6FCWACAV

Credential URL: <https://www.coursera.org/account/accomplishments/specialization/certificate/5Z4V6FCWACAV>

8th Oct 2022 Foundations: Data, Data, Everywhere from Coursera

Credential ID: GCCVRB5L78YX

Credential URL: <https://www.coursera.org/account/accomplishments/certificate/GCCVRB5L78YX>

29th Nov 2018 Technical Support Fundamentals from Coursera

Credential ID: 2ZX454Y64L46

Credential URL: <https://www.coursera.org/account/accomplishments/verify/2ZX454Y64L46>

Achievements and Awards

July 2025 Certificate of Participation – Research Writing Clinic

National University of Sciences and Technology

- Explaining Procedures & Graphical Information in Research

Oct 2023 Certificate of Appreciation – International Global Network

YOUTEX Future Leaders Program 2023

https://drive.google.com/file/d/1u8YqgmC3msujQB8_2IO9134Nb636Dp0l/view

- Participated in virtual sessions on leadership, global networking, and South Korean culture, gaining exposure to international perspectives.

30th Jan 2018 Certificate of Merit from St. Mary's Academy Tulsa Road Lalazar Rawalpindi

Hosting team of Mathematics Olympiad as a Managing Team Member

Languages

- English

- Urdu