



Dr. ZAMEER AHMED

PROFILE

Highly accomplished and dedicated with a Ph.D. in Media Studies and a strong background in teaching and research. Over six years of experience in academia, demonstrating expertise in curriculum development, research methodologies, and fostering an engaging learning environment. Proven track record of contributing to the academic community through research project participation. Adept at combining knowledge with practical applications for the understanding of media in contemporary society. A passionate educator with a strong commitment to fostering critical thinking and inclusive learning environments. Proven ability to design and teach innovative courses in mass communication, media studies, and research methods.

EDUCATION



PHONE

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EMAIL

zamiratk2@gmail.com



LOCATION

Islamabad, Pakistan

// REFERENCE

Prof. Dr. Saqib Riaz

Chairman Mass Communication (AIOU)

Prof. Dr Zahid Yousaf

HoD of Mass Communication (UOG)

Prof. Dr. M.A Khan

HoD Media Studies (RIMS)

// SKILLS

Curriculum Development

Research Methodologies

Teaching and Instruction

Academic Advising

Media Analysis and Critique

Interdisciplinary Collaboration

Project Management

Communication Skills

MASS COMMUNICATION | UNIVERSITY OF GUJRAT

PhD Media and Communication Studies 3.8 CGPA

2017 – 2024

Dissertation Title; *Impact of Social Media Usage Patterns on Political Awareness, Political Participation, and Voting Behaviour of Pakistani Youth.*

MEDIA STUDIES | RIPHAH UNIVERSITY ISLAMABAD

2014 - 16

M.S in Media Studies 3.7 CGPA

Dissertation Title; *Role of ITP Radio FM 92.4 creating Awareness among Islamabad residents.*

MASS COMMUNICATION | AIOU ISLAMABAD

2011 – 2013

M.Sc. In Mass Communication 62%

2009– 2011

Bachelor In Mass Communication 66%

// LANGUAGES

URDU

ENGLISH

AWARDS & CERTIFICATES

2025	UNIVERSITY OF BRASILIA, BRAZIL Certificate of Participation. (Challenges for Research, & Learning in Global South countries)
2024	OXFORD UNIVERSITY PRESS Certificate of Attendance (How to Publish with Oxford Journal)
2024	ARAB FORUM OF SCIENCE MEDIA & COMMUNICATION Certificate of Presenter
	EMERALD & HEC TRAINING Certificate of Presenter
	MIDOCEAN UNIVERSITY UAE Certificate for attending workshop; <i>AI-Generated Disinformation</i>
2017	RIPAH INTERNATIONAL UNIVERSITY ISLAMABAD Certificate for attending the symposium
2015	CPEC Opportunities, Challenges, & Strategic Significance Certificate for attending the Conference

2018 - 2022

RESEARCH ASSOCIATE | HEC, ISLAMABAD

NATIONAL LEVEL THEMATIC RESEARCH PROJECT OF HEC (NRPU).

- Led and actively contributed to research projects.
- Coordinated project activities, data collection, analysis, and reporting.
- Collaborated with interdisciplinary teams and Networking.
- Established connections with external stakeholders, including academic partners.
- Assisted in the development of grant proposals to secure research.

PROFESSIONAL EXPERIENCE

2021 - 2026

RESOURCE PERSON(TUTOR) | AIOU ISLAMABAD

INTERNATIONAL STUDENT'S R P | *AIOU ISLAMABAD*

- Conducted online classes for international students, delivering comprehensive lessons in various Mass Communication subjects.
- Adapted strategies to accommodate different time zones and learning environments.
- Utilized digital tools and platforms to enhance interactive learning experiences.
- Provided personalized feedback and support to students across different countries.
- Developed and implemented a curriculum tailored to the needs of the global student body.
- Maintained a high level of student engagement through effective online teaching methods.
- Successfully managed virtual classrooms, ensuring a learning environment for all students.

2024- 2026

ASSISTANT PROFESSOR | IQRA UNIVERSITY

ASSISTANT PROFESSOR (VISITING) | *IQRA UNIVERSITY ISLAMABAD*

- Conducted classes, delivering comprehensive lectures in various Mass Comm subjects.
- Utilized digital tools and platforms to enhance interactive learning experiences.
- Developed and implemented a curriculum tailored to the needs of the global student body.
- Maintained a high level of student engagement through different teaching methods.

2025- 2026

ASSISTANT PROFESSOR |RIPHAH INTL UNIVERSITY

ASSISTANT PROFESSOR (VISITING) | *RIPHAH INTL UNIVERSITY ISLAMABAD*

- Conducted classes, delivering comprehensive lectures in various Mass Comm subjects.
- Utilized digital tools and platforms to enhance interactive learning experiences.
- Provided personalized feedback and support to all the students.
- Developed and implemented a curriculum tailored to the needs of the global student body.
- Maintained a high level of student engagement through different teaching methods.

2018 - 2026

RESOURCE PERSON (TUTOR) | AIOU ISLAMABAD

NATIONAL STUDENT'S R P | *AIOU ISLAMABAD*

- Utilized technology effectively in the classroom to enhance student engagement and learning.
- Taught undergraduate and graduate courses applying innovative pedagogical approaches.
- Develop and update curriculum content to align with industry trends & academic standards.
- Responsible for paper marking and assignment checking.

INTERNATIONAL & NATIONAL CONFERENCES

- International conference Contemporary World, Challenges and Transformations 2024” – 13Nov, 2024 (RWU) PAPER PRESENTATION.
- International Research Conference Media Revolution: Technological Influence on Journalism, Arts, and Visual Storytelling May 17th & 18, 2024 (SZBIST) PAPER PRESENTATION.
- National Conference MEDIA IN POST Modern Times (2017) AIOU PAPER PRESENTATION.
- National Conference Visual Communication & its Impact (2015) RIPHAH University Paper presentation

RESEARCH PUBLICATIONS

No	Title of Publication (Y Category Jorنال)
1.	Ahmed, Z., & Yousaf, Z. (2023). <i>Impact of social media usage patterns on political awareness, political participation and voting behavior of Pakistani youth. Journal of Social Sciences and Media Studies</i> , 6(2), 62–83. https://doi.org/10.58921/jossams.06.02.0238
2.	Ahmed, Z., & Maqsood, A. (2024). <i>Artificial intelligence (AI) in Pakistani newsrooms: Examining the adoption and impact of artificial intelligence in Dawn, Jang, and Express newspapers. Journal of Social Sciences and Media Studies</i> , 6(2), 123–135.
3.	Manzoor, S., & Ahmed, Z. (2024). <i>Facebook usage patterns and its impact on the academic performance of university students. PJDOL</i> , 10(2), 50–67. https://doi.org/10.30971/pjdol.v10i2.2635
4.	Ahmed, Z., Khalid, Z., & Shah, M. A. (2025). Exploring the psychological effects of Facebook usage among Pakistani youth. <i>Sociology & Cultural Research Review</i> , 3(1), 1224–1237. https://scrrjournal.com/index.php/14/article/view/166
5.	Bashir, B., Ahmed, Z., Mirza, S. J., & Elham, A. (2025). <i>Media bias in conflict reporting: A comparative study of CNN and Al Jazeera coverage of humanitarian crisis in Gaza. Inverse Journal of Social Sciences</i> , 4(2), 69–77. https://doi.org/10.63544/ijss.v4i2.126
6.	Ahmad, F., & Ahmed, Z. (2025). <i>The Twitter (X) ban in Pakistan: Digital censorship and its effect on democracy. South Asian Review of Arts and Humanities</i> , 3(2). https://doi.org/10.70670/sra.v3i2.691
7.	Shahzad, F., Ahmed, Z., Atiq, M. S., Elham, A., & Aya, S. (2025). <i>Examining the impact of social media campaigns on adolescents' educational development in Pakistan: A case study of Kamyab Jawan Program. The Critical Review of Social Sciences Studies</i> , 3(2), 1380–1390. https://doi.org/10.59075/ryew9587
8.	Zahra, S., Ahmed, Z., Atiq, M. S., & Ahmad, F. (2025). <i>Female media graduates' perceptions of career opportunities in the media industry. Research Journal of Psychology</i> , 3(2), 375–386. https://doi.org/10.59075/rjs.v3i2.138
9	Atiq, M. S., Ahmed, Z., Noor, N., Mirza, S. J., & Elham, A. (2025). <i>Homeschooling and the media gap: A parental review of mainstream coverage in Pakistan. Journal for Social Science Archives</i> , 3(2), 508–518. https://doi.org/10.59075/jssa.v3i2.257
10	Shah, M. A., & Ahmed, Z. (2025). <i>Clicktivism to activism: The impact of social media on Pakistani youth for political knowledge and participation. Sociology & Cultural Research Review</i> , 3(2), https://scrrjournal.com
11	Ahmed, Z., & Manzoor, S. (2025). <i>The influence of media violence exposure on children: An analytical study of parents' perspectives. Journal of Early Childhood Care and Education (JECCE)</i> , 9(1). https://doi.org/10.30971/jecce.v9i1.2690

12	Ahmed, Z., Manzoor, S., & Ayub, A. (2025). Evaluating the Effectiveness of Social Media as a Pedagogical Tool in Primary Education. <i>PJDOL</i> , <i>11</i> (1), 48–60. https://doi.org/10.30971/pjdol.v11i1.2960
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