



Abdul Samad Hanfi

Media Studies Scholar | Media Professional

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PROFESSIONAL SUMMARY

Media scholar, creative producer and a filmmaker with over four years of industry experience spanning broadcast television, digital media, and independent filmmaking. I Hold an MS in Mass Communication from NUST, with a research focus on transnational film adaptation and cultural localization. Proficient in end-to-end production workflows from scriptwriting and editing to multi-platform distribution, with hands-on expertise in video production and AI-driven content tools. Passionate about bridging theory and practice in cinematic and digital media education by integrating industry workflows, narrative theory, and emerging technologies into hands-on pedagogy, with a commitment to mentoring the next generation of storytellers through a lens of diversity, cultural sensitivity, and global media literacy.

WORK EXPERIENCE

Content Manager

Nov 2024 - Sept 2025

Aur Network | Islamabad

Key Responsibilities

- Developed end-to-end content strategy for television format shows, aligning with audience trends and channel programming objectives
- Executed pre-broadcast quality assurance and compliance reviews; conducted competitor analysis and compiled performance reports
- Identified and executed strategic content integrations, strengthening cross-platform coherence between broadcast and digital distribution

Junior Content Producer

Nov 2022 - Nov 2024

SB Media Pvt Ltd (AAN TV) | Islamabad

Key Responsibilities

- Authored and edited broadcast-ready television scripts applying industry formatting standards and editorial guidelines
- Managed end-to-end localization pipeline for international programming including dubbing coordination, censorship review and regulatory compliance
- Contributed to promotional strategy for flagship programs, supporting measurable improvements in audience reach and retention

Junior Content Producer

Jan 2021 - Nov 2021

Digital Broadcast Private Ltd. (DBTV) | Islamabad

Key Responsibilities

- Led full-cycle production of documentary and long-form content covering pre-production, on-location shooting, and post-production editing
- Designed broadcast-integrated graphics and visual assets using Adobe Photoshop, Premiere Pro, and After Effects
- Managed organizational social media accounts, developing platform-specific content to grow digital engagement

EDUCATION

MS Mass Communication

Sept 2021 - Aug 2023

National University of Sciences & Technology (NUST) | Islamabad

- **CGPA:** 3.55 / 4.00
- **Specialization:** Communication Research
- **Thesis:** Transnational Film Adaptation and Its Repercussions on Film Content: A Study of Lee Hwan-Kyung's "Miracle in Cell No. 7"
- **Relevant Coursework:** Broadcast Journalism, Fundamentals of Production, Communication Theory, Research Methods, Technical Writing

BS (Hons) Mass Communication

Sept 2017 - Aug 2021

National University of Modern Languages (NUML) | Islamabad

- **CGPA:** 3.41 / 4.00
- **Specialization:** Drama & Film Production
- **Project:** Short film review of "The Phone Call" by Mat Kirkby. The Project examined the role of emotional attachment and its impact on mental health.
- **Relevant Coursework:** Writing for Drama and Film, Post-production, Videography, Photojournalism, New Media & Online Journalism, Set Designing, Advertising

FILM & CREATIVE PROJECTS

Misunderstandings – Short Film (Director / Writer / Producer)

- MS Capstone, NUST
- Narrative short film delivering social commentary on racism and religious prejudice. Quarterfinalist at SWIFF (Student World Impact Film Festival) and Official Selection at Lift-Off Global Network.

Imagine, You – Short Film (Writer / Director / Editor)

- Independent Production
- Original narrative short exploring perspective, longing, and the boundary between reality and imagination. Official Selection – Lift-Off Global Network First-Time Filmmaker Sessions.

Staring – Documentary

- BS (Hons) Capstone, NUML
- Examined the social psychology of public staring and its impact on non-verbal communication and boundary-setting in public spaces.

Water Crisis – Broadcast News Bulletin

- MS, NUST
- Short-form news bulletin on local water scarcity, translating complex environmental data into broadcast-ready format.

Mental Health & Breast Cancer Awareness Campaign Videos

- BS (Hons), NUML
- Produced and directed advocacy videos promoting mental health literacy and early cancer detection through empathetic visual storytelling.

CORE COMPETENCIES

- Broadcast Script Writing & Editing
- Screenplay & Script Writing
- Content Strategy Development
- Audience Engagement Optimization
- Visual Storytelling & Narrative Development
- Television Content Development & Management
- Content Creation & Production

VOLUNTEER & INTERNSHIP EXPERIENCE

- Social Media Volunteer – International Conference on Media and Conflict (ICMC), Feb 2020
- Social Media Volunteer – National Media Conference (NMC), Oct 2019
- Radio Intern – Radio 104.6, Islamabad, Nov 2018

SKILLS

- Video Editing
- Script Writing
- Graphic Designing
- Multimedia Production
- Photography
- Content Creation

LANGUAGES

- English
- Urdu

CERTIFICATIONS

- Google AI – Google Certified
- Google Prompting Essentials
- Mobile Journalism (MOJO) – DBTV
- Digital Journalism – Reuters
- Media & Arts for Peace – USIP

PROFILES



Abdul Samad Hanfi



Portfolio



My Work