

Hajra Chaudhry

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PROFESSIONAL SUMMARY

Communications professional with 7+ years of experience creating accessible, audience-focused content across higher education, international organizations, and remote multicultural teams. Experienced in digital communications, content writing, social media management, newsletters, virtual event coordination, and translating complex information into clear and engaging communications. Strong background in research, storytelling, content planning, and cross-cultural communication, with a genuine interest in using thoughtful, inclusive, and technology-enabled communications to support learning, social impact, and community engagement.

CORE COMPETENCIES

Communications Management • Report Writing • Stakeholder Engagement • Content Development • Knowledge Management • Research & Analysis • Strategic Communications • Virtual Event Coordination • Project Coordination • Internal Communications • External Communications • Digital Communications • Newsletter Development • Presentation Development • Google Analytics • Canva • Google Workspace • Microsoft Office • Slack • Zoom

PROFESSIONAL EXPERIENCE

International Open University (IOU) - KMC, GM

Event & Communications Coordinator (Remote / Part-time) - Dec 2021 - May 2026

- Coordinated 45–50 virtual academic and community events annually, supporting engagement among a diverse international student population.
- Managed 60–70 student grade transfer cases annually, ensuring accurate academic record processing and effective coordination between students, faculty, and administrative departments.
- Served as a key liaison between students, faculty, and university administration, providing timely support and facilitating issue resolution.
- Created and distributed institutional announcements, academic updates, and student communications across official university channels.
- Supported student engagement initiatives and contributed to efficient academic operations within a multicultural online learning environment.

Abira Consulting - UAE

Content Manager (Remote / Full-time) - April 2022 - March 2024

- Led end-to-end content strategy across digital platforms, ensuring alignment with brand objectives, audience needs, and business goals.
- Collaborated with marketing, design, and leadership teams to develop high-quality content and stakeholder communications.
- Managed editorial calendars and content workflows, ensuring timely delivery of 20+ content assets per month.
- Conducted industry and competitor research to support strategic decision-making and communication initiatives.
- Edited and reviewed content for quality, consistency, and brand compliance, contributing to increased audience engagement.

Paper Airplanes - USA

Communications & Social Media Coordinator (Remote / Full-time) - Jan 2023 - May 2023

- Created and published daily LinkedIn content to support organisational outreach and community engagement initiatives.
- Coordinated content production with a team of three designers, ensuring timely delivery of communication materials.
- Managed project communication through Slack, facilitating collaboration among interns, staff, and leadership teams.
- Supported newsletter development, documentation management, and stakeholder communications.

Fatima Al-Fihri Open University, Casablanca (Morocco) - September 2018 - November 2019

Communication Officer & Manager at Pedagogical Department (Remote / Full-time)

- Managed and coordinated a communications team of 7 members, overseeing workflow management and stakeholder communication activities.
- Facilitated communication between students, academic departments, and university stakeholders within a multicultural international environment.
- Coordinated student inquiries, resolved issues, and ensured timely communication regarding academic procedures and university services.
- Managed social media communications and content planning to support student engagement and institutional outreach.
- Collaborated with university departments to improve service delivery and strengthen the student experience.

International Islamic University, Islamabad (Pakistan)

Visiting Lecturer (On-site / Part-time) – September 2019 - June 2021

- Delivered undergraduate courses in Translation & Interpretation and Politics & International Relations.
- Developed course outlines, instructional materials, and assessment frameworks in accordance with university standards.

- Designed and administered examinations while evaluating student learning outcomes and academic performance.
- Provided academic advising, mentoring, and one-on-one student support throughout the semester.

NQB Recruitments Solutions, UK

Social Media Manager (Remote / Full-time) – March 2021 - March 2022

- Developed and executed content calendars for LinkedIn and Instagram, maintaining a consistent daily publishing schedule.
- Authored 48+ blog articles focused on recruitment trends, professional development, and industry insights.
- Managed digital communications and collaborated with designers to produce brand-aligned content.
- Created visual content using Canva and supported stakeholder engagement through strategic communication initiatives.

National Neutropenia Network, Brighton

Social Media Assistant (Volunteer / Remote) – September 2018 - January 2019

- Monitored social media performance and prepared engagement reports to support communication strategies.
- Engaged with online communities and supported awareness-building initiatives.
- Assisted with campaign execution and communication activities.

Center for Global and Strategic Studies (CGSS), Islamabad (Pakistan)

Intern, Research officer (Onsite / Full-time) - October 2017 - November 2017

- Conducted research and drafted reports, articles, and policy-related content.
- Supported seminar and conference coordination activities.
- Maintained research records, databases, and administrative documentation.

EDUCATION

MS Media Studies | 2025

Riphah International University, Islamabad

MPhil International Relations | 2019

Quaid-i-Azam University, Islamabad

MSc Media & Mass Communication | 2016

International Islamic University Islamabad

BA Journalism & Education | 2013

University of the Punjab, Lahore

CERTIFICATIONS

- Google Analytics Certification (Google Skillshop) | 2026
- TEFL Level 5 Diploma
- Email Marketing Certified - HubSpot Academy

PUBLICATIONS & PRESENTATIONS

- AI-Powered Media in Online Universities: A Systematic Review of Lecture Delivery and Learning Outcomes – International Conference Presentation (2025)
- [Harnessing NGOs for Climate Action and Environmental Awareness in the Middle East: A Path to Knowledge Diffusion](#) – Book Chapter (2024)
- Elayah, M., Chaudhry, H. (2024). The Paradox of Peacemaking and Conflict-Making by the Nobel Peace Prize Holders: A Case Study of Malala Yousafzai-Pakistan and Tawakkul Karman-Yemen. In: AlDajani, I.M., Leiner, M. (eds) Reconciliation, Conflict Transformation, and Peace Studies. Springer, Cham.
https://doi.org/10.1007/978-3-031-47839-0_17
- Presenter, Club of Rome – Communicating Change in Pakistan: Stories, Communities and Digital Realities

LANGUAGES

- English – CEFR C2 Proficient
- Urdu – Native