



SYEDA SARA NIZAMI

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PROFESSIONAL SUMMARY

MS Media Studies post-graduate with experience in journalism, digital marketing, public relations, research, and content creation. Skilled in media production, storytelling, digital communication, content strategy, and campaign execution. Experienced in news reporting, research projects, social development initiatives, and community engagement. Strong communication, leadership, and analytical skills with a passion for impactful media and strategic communication.

CORE SKILLS

Media Production • News Writing & Editing • Scriptwriting • Digital Marketing • Social Media Management • Content Writing • Research & Report Writing • Public Relations • Photography & Videography • Canva • MS Office • Communication • Teamwork • Leadership

EDUCATION

MS Media Studies | Riphah International University **2023–2025**

Thesis: Impact of TikTok on Tourism Promotion in Pakistan: A User Generated Content Analysis

BS Mass Communication | Virtual University of Pakistan **2019–2023**

Thesis: Social Media Addiction among Consumers

Documentary Project: Inflation in Pakistan

PROFESSIONAL EXPERIENCE

Front Desk Officer | WE News **2026**

- Managed front desk operations and administrative support.

ISPR Winter Intern | Inter-Services Public Relations (ISPR) 2026

- Assisted in media, public relations, and research related activities.

Business Sales Executive | HBL Islamic Banking 2025

- Developed client relationships and promoted Islamic banking products and services.

Digital Marketing Intern | Developers Hubs Corporation 2025

- Supported SEO initiatives, content creation, and audience engagement strategies.

Media & Information Intern | Pakistan Justice & Rights Initiative (PJ&RI) 2025

- Conducted research and developed media content for organizational initiatives.

Youth Media Training Program – Associated Press of Pakistan (2024)

- Supported English news reporting, editing, interviews, and camera work.

News Writer & Editor Intern | Dawn News TV 2023

- Assisted in reporting, scriptwriting, ticker writing, and newsroom operations.

FELLOWSHIPS, LEADERSHIP PROGRAMS & INTERNSHIPS

- **Quaid-e-Azam Fellowship Program — National Youth Leadership Programme (2026):**
National fellowship for youth leadership and civic engagement.
- **PCF Climate Action Fellowship (2026)**
Climate-focused fellowship on environmental sustainability.
- **Leaders of Social Impact Program (Cohort 10.0) — CSR Forum Pakistan (2026)**
Program on social innovation and community impact.
- **International Women Empowerment Week Programme — National Youth Leadership Programme (NYLP) (2026):**
Initiative promoting women empowerment and leadership.
- **Internship Program 12.0 — Leading Lady Empire (2026)**
Internship focused on leadership and women empowerment.
- **Green Enviro Fellowship — Pakistan Youth Parliament (2025)**
Fellowship on environmental awareness and sustainability.
- **Leadership Program — Pakistan Youth Parliament (2024)**
Training in leadership and civic engagement.
- **Human Rights Internship — Pakistan Justice & Rights Initiative (2024)**

Internship on human rights advocacy and awareness.

AMBASSADOR EXPERIENCE

Campus Ambassador | PTE Pakistan 2026

- Promoted student engagement and awareness activities.

Ambassador | Bano Qabil Islamabad 2025

- Represented the organization in outreach and community engagement initiatives.

Campus & Outreach Ambassador | Pakistan Justice & Rights Initiative 2025

- Represented the organization in campus engagement and outreach activities.
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CERTIFICATIONS & ACHIEVEMENTS

- English Speaking Proficiency — NUML | Virtual University of Pakistan
 - Canva Graphic Design — Youth Media Network
 - Media Freelancing — Virtual University of Pakistan
 - Business Communication Certification — UniAthena & CIQ (UK)
 - Digital Marketing Certification — UniAthena & CIQ (UK)
 - Introduction to Artificial Intelligence — Simplilearn (SkillUp)
 - Entrepreneurship Skills Workshop — Aao Karobar Karen
 - Youth Digital Workshop (Freelancing Training) — YDW
 - Cybersecurity Training Workshop — Digital Pakistan Hackathon 2024
 - Essay Battle Competition — Youth Media Network (Participant)
 - Photography Competition — Youth Digital Festival 2024
 - WECON 2024 “Mumkin Hai” — Award recipient (creative artwork)
 - Hues of Pakistan Art Exhibition — PNCA
 - Research Symposium — Riphah International University (Artwork exhibited: Palestine–Israel Conflict)
 - Independence Day Quiz Competition 2021 — Virtual University
 - International Leadership Conference — NYLP
 - 6th Media Skills Expo 2026 — SZABIST University
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LANGUAGES

Urdu: Native | **English:** Fluent