

Professional Objective:

To use my media production, management and story telling skills in a science and health research/education organisation that values media as a vehicle for the empowerment of the public, healthcare professionals, researchers and decision makers.

Professional Experience

Jan 2018 - present Angle Journal (Imperial College) - Social Media Engagement Manager

- Post scheduling
- Supporting editors in delivering strategy
- Analytics

Nov 2017. Academy of Medical Sciences - Work shadowing the communications and fundraising teams.

- Press list management and media monitoring
- Venue research for events
- Evaluating web content of fundraising pages
- Social media scheduling & analytics (Twitter, Hootsuite, Canva, Trello)
- Write-up on the International Health Lecture after the event

Jan 2010 - present Media Producer at "Areeba Hanif.co.uk" - social videos for commercial and not-for-profit clients.

Notable project examples 2016/2017

- Great Ormond Street Hospital (GOSH) Chaplaincy Service - Filming of first ever faith and organ donation conference.
- GOSH Charity - Planning, filming and editing of the Young People's Forum's first annual event.
- Barnet Council and London Metropolitan - Workshop for estate residents. community documentary
- Great Ormond Street Hospital Charity - Filmmaking workshop for members of the Young People's Forum
- Dogs Trust - #ThinkBeforeYouClick Campaign Video
- Brunel University - Anshuman Mondal *Islam & Controversy* Book Launch
- London Modest Fashion Week 2017 for British Muslim TV
- Byron Burgers - Internal communication and staff training videos

Jun 2012 - Sept 2013 SAE Institute London - Part time Lecturer

- Planned and resourced lectures
- Designed student assessment

Mar 2011 - Dec 2011 TwoFour54 Tadreeb - Freelance Trainer at Abu Dhabi's premier media education zone Delivered Apple Certified Training courses

Oct 2007 - Oct 2011 SAE Institute Dubai Film Lecturer and Apple Certified Trainer

Jun 2006 - Mirabai Films (NEW YORK) Internship with Mira Nair (Dir. The Reluctant Fundamentalist)

Education:

Dissertation: BBC Urdu Service and the National Imagination of Pakistan MA in Media & Cultural Studies (Distinction)

School of Oriental and African Studies, University of London
May 2016

BA (Hons.) in Digital Film Making (Distinction)

Middlesex University & SAE Institute,
Oct 2007

Skills

- Excellent written and verbal communication skills - experience of writing detailed reports.
- Excellent research and analytical skills
- Strong concept / strategy development and technical production skills for visual PR content.
- Self motivated project delivery and time management.

Languages

English

Urdu

References:

Maitrayee Basu
Digital Media Co-ordinator
Macmillan Education
4 Crinan Street
London N19XW
E: maitrayee.basu@springernature.com
T: 02070146887
www.macmillanenglish.com

Dr. Jaeho Kang
Senior Lecturer in Critical Media
and Cultural Studies
Centre for Media Studies
SOAS, University of London
E: jk71@soas.ac.uk

Holly Rogers
Communications and Engagement
Manager
Academy of Medical Sciences
E: holly.rogers@acmedsci.ac.uk
T: 020 3141 3203