

Aqeel Ahmed

Media Educationist, PR & Communication Expert

Residence: Islamabad, Pakistan

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Marital Status: Married



PROFILE A passionate media manager and educationist, and an enthusiastic PR & communication expert, with demonstrated experience in opinion and script writing and film direction
Capable of multitasking, Proactive team leader, equipped with powerful communication and coordination skills

PROFESSIONAL HIGHLIGHTS

- Nine-year experience as Media Manager/Department Coordinator and Educationist with reputed National University of Modern Languages, Islamabad—Pakistan
- Script Writer, Playwright, Director and Critic
- Opinion Writer for newspapers, national and international websites
- Project Supervisor, Strategist, Report Writer
- Event Planner, Coordinator, Manager and Organizer

EXPERTISE

- Revision & Evaluation
- Event Management
- Script Writing
- Report & Portfolio Building
- Film Production & Direction
- PR & Advertising
- Media & Market Research
- Opinion/Analysis/Feature Story Writing

EDUCATION Doctor of Philosophy in Mass Communication (Thesis in progress)

University of Gujrat, Gujrat

(Research: Nomophobia-The Digital Epidemic: Measuring Effects of Smartphone Usage by Pakistani Journalists)

Masters of Philosophy in Mass Communication

Allama Iqbal Open University, Islamabad

(Research: Analysis of Professional Standards in Leading English and Urdu Newspapers of Pakistan: A Comparative Analysis)

Masters in Mass Communication

National University of Modern Languages, Islamabad. (*Specialization: Print Media*)

PROFESSIONAL EXPERIENCE

- ✦ **National University of Modern Languages (Islamabad, Pakistan)** 16 August 2010 – till date
 - Coordinator/Lecturer (BPS-18), Department of Mass Communication**
 - Secretary General, Art & Graphics Society NUML**
 - Secretary General, Photographic Club NUML**
 - Member, Disciplinary Committee NUML**
 - Member/Secretary, Departmental Board of Studies**
 - Member, Faculty Board of Studies**
 - Event Planner & Organizer, Department of Mass Communication NUML**

- Planning, devising, implementing and evaluating various administrative strategies
- Preparing class schedules/timetables for M.Sc and B.S (Hons.) on weekly, monthly and biannual basis.
- Planning and organizing entrance tests, mid-term and end-term examinations
- Writing proposals and reports as per academic and event calendars of NUML
- Acting as direct link between faculty, students and university administration
- Composing and compiling presentations.
- Drafting press releases as a PR initiative in absence of University PRO

Key achievements:

- ★ Organizer, Poster Competition on “Food & Culture of Pakistan”, 2011
- ★ Writer and Developer, “Self-Assessment Report of the Department of Mass Communication, NUML— Islamabad for Higher Education Commission of Pakistan, 2011
- ★ Additional Charge as PRO NUML (May-July 2011)
- ★ Organizer, Mass Communication Festival, 2012
- ★ Editor-in-Chief and Organizer, “The Communique Circle”, a monthly magazine of Mass Communication Department, NUML, 2012
- ★ Editor-in-Chief and Organizer, “The World”, a weekly newspaper of Mass Communication Department, NUML, 2012
- ★ Organizer, Painting & Poster Competition on “Sufism” 2013
- ★ Organizer, Seminar on Thalassemia, 2013
- ★ Organizer, Painting & Poster Competition on “Mime Art & Puppetry” 2014
- ★ Organizer, Screening of Short Films, 2014
- ★ Organizer, Screening of Short Films, 2015
- ★ Organizer, Poster Competition on “Street Life” 2015
- ★ Member, Media Committee, NUML Convocation 2015
- ★ Writer , A Short Film on NUML, 2016
- ★ Writer, Director & Producer of Documentary “Edhi” on Renowned Philanthropist “Abdul Sattar Edhi” 2016
- ★ Member Organizing Team, Condolence Reference on Abdul Sattar Edhi, 2016
- ★ Organizer, Photography Competition on “Colours of Spring”, 2016
- ★ Organizer, Screening of “A Girl in The River”, An Oscar-winning film by Sharmeen Obaid Chinoy, 2016 at NUML
- ★ Organizer, Screening of Short Films, 2017
- ★ Organizer, Art Competition on the Theme “Smoking Kills”, 2017
- ★ Organizer, Seminar on Anti-drugs Awareness in collaboration with Ministry of Narcotics Control, 2018
- ★ Organizer, Art Competition on the Theme “Green Pakistan”, 2018
- ★ Organizer, Media Evening/Alumni Home Coming, April 2018
- ★ Organizer, Media Evening/Alumni Home Coming, December 2018
- ★ Organizer, Screening of Short Films, 2019
- ★ Organizer, Art Competition on the Theme “Pakistaniat: Thinking Beyond Perception”, 2019
- ★ Supervisor of more than 70 short films, documentaries and dramas

❖ **Thoughts Advertising (Islamabad, Pakistan)**

01 January 2009 – 30 September 2009

Manager Creative

- Planning, devising, implementing and evaluating various advertising strategies
- Preparing copy for various print and electronic media advertisements

Key achievements:

- ★ Print Media Advertising Campaign of “Earthquake Rehabilitation and Reconstruction Authority”
- ★ Print & Electronic Media Advertising Campaign of “Federal Board of Revenue”

❖ **Daily The News International (Rawalpindi, Pakistan)**

10 January 2008 – 10 August 2008

Feature Writer/Sub-editor City Page

- Writing Features on various social and domestic problems
- Editing news stories for the City Page

FREELANCE WORK EXPERIENCE

❖ **Sachtimes.com**

Opinion Writer

- Opinion/article writer on Pakistan affairs, international relations and social issues

Key achievements:

- ★ ستر سالہ پروشیمہ
<http://www.sachtimes.com/ur/analysis/3771%D8%B3%D8%AA%D8%B1%D8%B3%D8%A7%D9%84%DB%81-%DB%81%DB%8C%D8%B1%D9%88-%D8%B4%DB%8C%D9%85%D8%A7>
- ★ دل کا کیا کریں صاحب
<http://www.sachtimes.com/ur/analysis/3955-دل-کا-کیا-کریں-صاحب>
- ★ بدلتا جنوبی ایشیائی جغرافیہ
<http://www.sachtimes.com/ur/analysis/4022-subcontinent-issues>
- ★ دیہاتن
http://www.sachtimes.com/ur/social_pakistan/4730-15oct-rural-woman
- ★ ایک اور امریکہ یاترا
<http://www.sachtimes.com/ur/analysis/4825-nawaz-obama>
- ★ اک نیا تماشا
<http://www.sachtimes.com/ur/analysis/4834-imran-khan-na122>
- ★ مشرق وسطیٰ میں اُبلتا لاوا
http://www.sachtimes.com/ur/nuqta_e_nazarat/4900-middle-east-us-russia
- ★ قدامت پسندی سے روشن خیالی تک کا سفر
<http://www.sachtimes.com/ur/analysis/5122-قدامت-پسندی-روشن-خیالی>
- ★ طوطی کی آواز
<http://www.sachtimes.com/ur/analysis/5335-raheel-sharif-corruption-pakistan>
- ★ --- پیرس پیرس کردی نی میں
<http://www.sachtimes.com/ur/analysis/5538-paris-attack-pakistan-muslims>
- ★ آمریت و بادشاہت کے عفریت
<http://www.sachtimes.com/ur/analysis/5574-dictatorship-muslims-daesh>
- ★ گرما گرم سرد جنگ
<http://www.sachtimes.com/ur/analysis/5739-cold-war-middle-east>
- ★ بد عنوان 'بلا عنوان'
<http://www.sachtimes.com/ur/analysis/5894-corruption-pakistan-politicians>

❖ **Analysis.pk**

Opinion Writer

- Opinion/article writer on Pakistan affairs, international relations and social issues

Key achievements:

- ★ تماشا ہے مزدور اک
<http://analysis.pk/201/labor-day/#.VyWjUvI97IU>
- ★ اس میں بُرا ہی کیا ہے
<http://goo.gl/Zul7Nq>
- ★ ڈگریوں کا اچار
<http://analysis.pk/266/higher-education-in-pakistan/#.VzBoC-su8dA>
- ★ بیڈبوائے
<http://analysis.pk/484/bad-boy/#.V11h69eb93w>
- ★ افغان طمانچہ
<http://analysis.pk/516/afghan-tamancha/#.V2Y9dQgooBE>
- ★ سام انکل
<http://analysis.pk/509/uncle-sam/#.VOhNTToZi-o>
- ★ ہاتھی' پیادہ اور وزیر
<http://analysis.pk/565/piada-hathi-aur-wazeer/#.V22AK02ObzU>

❖ **Maganum.com (A Social Media Magazine)**

- Opinion/article writer on nature, health, fiction, management, behaviour and social issues

Key achievements:

- ★ Hypnosis
<http://maganum.com/featured/hypnosis-a-therapeutic-way-of-pain-management/>
- ★ Flower is life and Life a flower
<http://maganum.com/?s=Flower+is+life>

❖ **Rehman Group of Companies**

- Portfolio Builder

Key achievements:

- ★ Built a company portfolio for Rehman Group of Companies, 2016



HONOURS/AWARDS/TRAININGS/CERTIFICATIONS

- Judge, Film Competition-The News Education Expo, 2017
- Judge, NUML Drama Festival, 2016
- Writer-Director, Documentary on NUML, 2016
- Project Supervisor of Two Award winning documentaries “Window to Culture of Pakistan” (03 Awards) and “Sufism” (01 Award) at NUML Short Film Festival, 2016
- Director of Stage Play “Agar Azadi Na Hoti Tou” performed at PNCA (Represented NUML) 2016
- Shield of Honour for Poster Competition on “Street Life”, 2015
- 2nd Prize in All Pakistan Institute of Space technology Youth Festival 2013 for Short Film Shama-e-Roshan
- Certificate of Participation in Short Film Contest at Pakistan National Council of Arts 2013 for Short Film Gandhara Civilisation of Sawat, Pakistan

➤ Certificate for Participation in 1st Master Trainers-Faculty Professional Development Program by Higher Education Commission of Pakistan at NUML, 2013

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SKILLS • Administrative experience of running a media department of a strength of more than 1100 students and 55 faculty members for about 07 years and an overall teaching experience of over 09 years

- Proficient in media, PR and market research.
- Playwright and Director of three stage plays.
- Script Writer, Director and Project Supervisor of over 70 short films, documentaries and dramas
- Experienced in relationship management, effective communication and team building
- Excellent writing, editing, and verbal communication skills in English and Urdu language
- Versatile and self-starter; able to manage multiple priorities and meet stiff deadlines

TECH SKILLS • Proficient in MS Office (Word, Excel, PowerPoint)

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