

SIDRA WAQAR

0333-5367014

sidra.waqar@numl.edu.pk

House # 1726, Street # 25, I-10/2 Islamabad

EDUCATION:

MPhil, International Islamic University, Islamabad
Media & Communication Sciences, 2015

M. Sc. National University of Modern Languages, Islamabad
Media Studies, 2008

Bachelor of Arts in Modern Languages,
National University of Modern Languages, Islamabad
English and French, 2005

WORK EXPERIENCE:

February 2023-Present
National University of Modern Languages
Visiting Faculty, Media and Communication Studies

Oct 2015- June 2022
Power Radio FM 99
Production Officer/ Broadcaster/ Media Trainer

Production/ Broadcasting/ Content Development

- Produced and hosted live morning program ‘Subh-e-Islamabad’
- Produced and hosted program ‘COVID Kahaniyan’ during COVID-19 pandemic
- Hosted QAU Podcast series in collaboration with Quaid-e-Azam University

Media Training

- Trained youth participants from Prime Minister’s Kamyab Naujawan Program on documentary making and content development
- Radio and Broadcast Training
- Training Module Development for National Vocational and Technical Training Commission (NAVTTTC)

Planning and Research Team Lead

- Collaboration with Higher Education institutions including Quaid-e-Azam University
- Collaboration with United Nations Educational Scientific and Cultural Organization (UNESCO)

**September 2018-June 2022 Riphah
International University Visiting
Faculty, Social Sciences**

Taught following subjects as a visiting lecturer to the BS level students

- Communication and Presentation skills
- Study skills
- Media Psychology
- Social Work

**January 2019-August 2022
Air University
Visiting Faculty, Social Sciences**

Taught following subjects as a visiting lecturer to the BS level students

- Communication Skills
- Business Communication

May 2010-June 2011

***Radio Pakistan, Radio Swat, FM 96, Islamabad, Inter Services Public Relations (ISPR)*
Radio Presenter**

Hosted a live interactive radio morning program 'Khawateen Time' for women in the war affected area of Swat Valley

- Only Urdu language program for a dedicated 24 hour Pashto channel
- Gender Inclusive Social Development Program in the Conflict Zone
- Live calls for females provided them a platform for a participatory awareness opportunity regarding women rights and their issues in a conflict zone

February 2008-June 2009

***RED Communications Art, Islamabad*
Content Writer**

Content writing for major clients for print and electronic media advertisement; Agency focal person for leading clients including the following for advertisement campaigns for Government of Pakistan Polio Vaccine, Unilever, and Haleeb Milk.

February 2007-January 2008

***Intermedia, Islamabad*
Media Monitor**

Worked with Intermedia as a media monitor on a European Union funded project tracking news coverage related to electoral process in Pakistan in mainstream print and electronic media.