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EXPERIENCE

Addison, United Nations NEW YORK, NY

*Freelance Producer Jul 2015-Aug 2016*

* Planned and coordinated the entire production process, from concept to creation for my clients.
* Produced video interviews for JP Morgan’s chief economist for their annual report.
* Produced marketing and promotional video content for United Nations women ambassador to Pakistan.
* Responsible for Conducting workshops and training sessions for camera, sound and lighting equipment.

Red Dog Productions NEW YORK, NY

*Multimedia Producer Sep 2014-Jun 2015*

* Produced and edited video tutorials and marketing promos for, The New School & International Culinary center.
* Optimizing efficiency and leading to a cut back in deliverables.
* Managed and led all produced media aligned with client’s requirements by coordinating the post production process.
* Field producer and videographer for tapings, special recordings, Interviews and special events.

CNN (Cable News Network) NEW YORK, NY

*Intern*  *Sep 2014- Jan 2015*

* Created and produced TV news content for an Emmy-winning program, “Amanpour” hosted by CNN’s

Chief International Correspondent Christiane Amanpour.

* Developed strategies for original programming on non-linear media platforms, working to provide advanced, non-traditional delivery of International Breaking news.
* Conducted research and transcribed content for “The Nancy Grace Show”

**GEO News Karachi, Pakistan**

*Producer/Reporter* *Jul 2008-Jul 2013*

* Leading reporter on sports, with inside access to the Pakistan Cricket board. Offering insight and knowledge

unmatched in the industry.

* Managed media affairs and content creation, including script writing, interviewing, shooting and video editing.
* Worked with executive producers during special news campaigns, national budget & general elections.
* Produced a daily sports show, *Score.* Responsible for creating the rundown, story placement, teasers, graphics and script translations.
* Architect the system of procedures for enhancing the digital footprint of the News show, special attention given to information dissemination so that the news clips are available on all major online mediums.
* Studied daily ratings and kept the management abreast of story positioning on other competitor channels.

**SKILLS**

* Proficient in the use of Final Cut Pro 7, Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Pro Tools and Microsoft office.
* Experienced in operating Canon DSLR’s, Panasonic HMC150, Zoom H4N, Roland Edirol R44 and other lighting and grip equipment.
* Working knowledge of all News Management Systems including Media Source, MIRA and I-News.
* Trained to read and translate Facebook Analytics and Google Analytics. Worked with Hoot-suite and Tweet-deck.
* Languages: English, Urdu, Hindi, Punjabi, Spanish(Beginner)

EDUCATION

THE NEW SCHOOL NEW YORK, NY

Masters in Science in Media Management Studies, GPA: 3.5. *Aug 2013-May 2015*

* *Subject of Interest: Media Management & Leadership, Media Sales, Media Analytics, Production Management*

KARACHI UNIVERSITY Karachi, Pakistan

Bachelors in Commerce and Business Management, Higher Second Division *Aug 2006 –May2008*

* *Subjects of interest; Economics, Marketing, Sales, Economics of Development*

INTERESTS

* Documentaries, Cricket, Blues Rock, Techno, Taekwondo