






# Ayaan Rizvi

## MEDIA PROFESSIONAL

### CONTACT

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-  Peshawar, Pakistan

### EDUCATION

#### Iqra National University

Bachelor of Mass Communication  
2019 – 2023

#### Edwardes College Peshawar

Fsc  
2017 – 2019

### EXPERTISE

- Videography
- Research
- Communication
- Graphic Designing
- Content Creation

### LANGUAGE

- English
- Urdu

### ABOUT ME

Passionate storyteller with a knack for captivating audiences through compelling content. Proficient in leveraging various media platforms to deliver impactful messages. Dedicated to staying ahead of trends and fostering meaningful connections with viewers. Ready to bring creativity and innovation to any media project.

### WORK EXPERIENCE

#### Communications Officer

2022 – 2023



##### Ministry OF Science And Technology

Led comprehensive communication strategies, effectively conveying organizational messages to diverse stakeholders. Managed media relations, crafting compelling press releases and facilitating interviews to enhance brand visibility. Implemented digital marketing initiatives, optimizing online presence and engagement.

#### Multimedia Journalist

2021 – 2022



##### The Herald Prime

Produced engaging multimedia content encompassing video, audio, and written formats, adhering to tight deadlines. Conducted in-depth research, interviews, and story development to deliver informative and compelling narratives. Proficiently utilized multimedia tools and platforms to enhance storytelling and audience engagement.

#### Digital Media Internee

2017– 2019



##### Beacon Energy (PVT.) Limited

Assisted in creating and curating engaging content across various digital platforms, including social media, websites, and newsletters. Gained hands-on experience in analyzing audience engagement metrics and optimizing content for increased visibility. Collaborated with cross-functional teams to support digital marketing campaigns and initiatives, contributing to a dynamic and fast-paced work environment.

### SKILLS

- Messaging
- Press Relation
- Strategic Planning
- Relationship Management
- Crisis Communication
- Social Media Management
- Brand Management
- Content Creation
- Media Monitoring
- Public Speaking
- Data Analytics