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| Muhammad Aqib |  |
| Media and Coomunication specialist / Freelance Journalist / Public RELATONS |
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Objectives:

I possess a strong belief in my capabilities and thrive in challenging environment, as they bring out the best in me. My utmost dedication is to contribute my skills and knowledge to an organization that not only allows me to showcase my abilities but also provides a collaborative environment where I can learn and grow alongside my teammates. I firmly believe that teamwork and synergy create exceptional outcomes, as two minds are always better than one.

Experience:

**Media Officer (PIMS and PIMC Peshawar)**

**(January 2024 – till date)**

**Key Responsibilities:**

* Managing all media platforms for Peshawar Institute of Medical Sciences (PIMS) and Pak International Medical College (PIMC), ensuring their strong presence across various occasions, events, and activities.
* Led the preparation of press releases and ensured their timely distribution to media outlets, securing comprehensive coverage across print, electronic, and digital platforms.
* Maintained strong public relations by cultivating and nurturing relationships with key media contacts, ensuring consistent and positive representation of both the hospital and college.
* Represented PIMS and PIMC in all media interactions, effectively communicating key messages and promoting the institutions across a wide range of media platforms.
* Spearheaded social media management, overseeing content creation, scheduling, and audience engagement to enhance online visibility and brand recognition.
* Coordinated media coverage for significant institutional events, including conferences, seminars, and community outreach programs, ensuring maximum media attention and coverage.
* Monitored media activity and public perception, providing leadership with insights on media impact and brand reputation management.
* Worked closely with internal teams to align communication strategies with institutional objectives, ensuring consistency across all media channels and platforms.

**Freelance Journalist (The News International)**

**(January 2019 – till date)**

**Key Responsibilities:**

* Led communication and coordination efforts between editorial teams, sources, and external contributors to ensure the timely production of high-quality news content.
* Managed editorial timelines to ensure all assignments and deadlines were met, contributing to the smooth operation of news cycles and publication schedules.
* Organized and prepared material for editorial meetings, including research, data collection, and identifying relevant story angles for discussion.
* Coordinated with journalists and editors to ensure the efficient flow of information and smooth execution of stories, maintaining editorial consistency and quality.
* Facilitated cross-team collaboration between reporters, photographers, and graphic designers to produce well-rounded, impactful news coverage.
* Ensured effective distribution of information across editorial and publishing teams, ensuring that all stakeholders had up-to-date information for reporting and decision-making.
* Prepared reports and updates on content production, tracking progress and identifying opportunities to streamline editorial processes for greater efficiency.
* Managed resources effectively to support editorial activities, ensuring the smooth operation of news production with optimal use of time and materials.
* Ensured adherence to editorial guidelines and journalistic standards, maintaining high standards of accuracy, fairness, and ethical reporting.
* Identified and implemented improvements in content coordination and editorial processes, increasing the efficiency of news coverage and publication workflows.
* Assisted in creating compelling reports, features, and proposals, working closely with management to deliver content that met both internal goals and audience expectations.
* Collaborated on content strategy and supported the planning and execution of special projects or investigations, delivering high-impact journalism on time.

**Work Samples:**

<https://www.thenews.com.pk/print/1138265-paramedics-resume-protests-as-talks-fail>

<https://www.thenews.com.pk/print/1127261-young-doctors-warn-of-strike-from-november-15>

<https://www.thenews.com.pk/print/1104434-wb-team-visits-completed-projects-in-landikotal>

**Media and Communication Manager (Liaison Corporation, working with World Bank Funded Project, Pakistan Community Support Project and Khyber Pakhtunkhwa Local Government Research Policy Unit)**

**(October 2020 – December 2023)**

**Key Responsibilities:**

* Built and nurtured strong relationships with key media contacts across electronic, print, and digital platforms, ensuring effective communication and extensive media coverage for projects.
* Developed compelling content for diverse media channels, including press releases, articles, and blog posts, ensuring alignment with brand messaging and project goals.
* Managed all aspects of social media platforms, curating and distributing engaging content to boost audience interaction, brand awareness, and online presence.
* Coordinated media outreach, ensuring seamless communication and timely responses to media inquiries, while maintaining brand consistency across all media platforms.
* Led media strategies for high-profile projects, including World Bank-funded initiatives and Khyber Pakhtunkhwa Government projects, ensuring alignment with organizational objectives and public interests.
* Successfully handled challenging situations and managed interactions with diverse stakeholders, including government officials, local communities, and international partners, while ensuring project communication remained effective and on track.
* Monitored industry trends and news, proactively identifying media opportunities that supported the project’s goals and enhanced public perception.
* Delivered integrated communication strategies in collaboration with project teams, aligning with project timelines, budgets, and key milestones.
* Managed crisis communication for both government and World Bank projects, effectively crafting statements and handling sensitive issues to protect the project’s reputation.
* Analyzed digital media performance, providing actionable insights to refine content strategies and maximize engagement with target audiences.

Education:

* **Digital Journalism, (Reuters)**

* **Master Political Science, (University of Malakand)**
* **BS (4 years) English Language and Communications, (Islamia College University Peshawar)**
* **Bachelor, (Abdul Wali Khan University Mardan)**
* **FSc (Pre – Medical), (Government Post Graduate College Mardan)**
* **Matriculation, (Ghazali School Katlang Mardan)**

Certificates:

* **Bootcamp for Youth from World Bank, (Organizer)**

**March 2023**

* **Rural Youth Summit, from World Bank, (Organizer)**

**November 2023**

References:

* **Mushtaq Yusufzai (Senior Journalist, The News International)**

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* **Tariq Afridi (Communication Specialist, The World Bank)**

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