

MARYAM IZHAR

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Objective:

"Seeking a dynamic role in all kinds of Online and Offline Marketing and Content Creation where I can contribute my unique blend of talents to drive growth and achieve shared objectives within a collaborative team environment."

Experience:

Visiting Faculty – Mass Communication

UMT, Sialkot Campus

March 2024 – Present

- Teach courses in Entrepreneurial Journalism and Pakistan Studies
- Develop course outlines and engaging lectures
- Utilize diverse teaching methods including class discussions and relevant Multimedia content
- Assign final projects to encourage Entrepreneurial thinking

Subtitles Editor, Content Operations

Starzplay, Lahore

October 2023 – December 2023

- Edited subtitles for accurate content delivery on OTT platforms
- Managed English and Arabic language subtitles
- Worked under pressure to meet deadlines for International studio content
- Developed proficiency in **Subtitle Editor** software and **NotePad++**

Visiting Faculty - Mass Communication

UMT, Sialkot Campus

December 2022 – March 2023

- Instructed courses in Media History, Media Laws & Ethics, and Media & Gender
- Provided guidance on job search strategies in the communications field
- Focused on promoting gender equality through Digital Advertising

Content Writer

Red Leos Marketing (Remote Job), Lahore

November 2021 – December 2021

- Crafted ad copies and website content
- Implemented SEO writing techniques to increase website traffic
- Managed email marketing campaigns

Internship(s):

DGPR, Lahore

MARCH 2022 - MAY 2022

- Assisted in news monitoring and media channel analysis
- Contributed to documentary production projects
- Monitored Digital platforms for government communications

Education:

- **MPhil. Media and Communication**
University of Central Punjab, 2020 – 2022 (CGPA: 3.87)
Subjects: Advertising, Public Relations, Documentary Production
- **M.A Mass Communication & Media**
University of Gujrat, 2017- 2019 (CGPA: 3.71)
Subjects: Advertising, Public Relations, Documentary
- **B.A**
University of Sargodha, 2014- 2016
Major Subjects: Journalism, Sociology

Documentary:

"Parwaaz" (2022)

- Explored social pressures faced by single women aged 30
- Raised awareness on pertinent societal issues

"Shawala Teja Singh Temple" (2019)

- Advocated for government attention to an abandoned temple
- Promoted religious harmony and minority religious tourism

Skills:

- Microsoft Office
- Content Creation
- Copywriting
- Email Marketing
- Curriculum Development
- Digital Advertising
- SEO Optimization
- Social Media Management
- Project Management
- Subtitling/Transcription

Tools/Limited Proficiency:

- Adobe Photoshop
- Webpage Designing