

Kailash C Saini



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Summary

Certified Assistant Professor, having 2.5 year industry experience including Two leading media consulting firm, Qualified UGC NET in Mass Communication and eligible to teach the course in universities or colleges as a Professor. Specialised in media and pr analysis/research, Having a solid interest in pursuing PhD to enter in mass media academics

Experience



Freelance Writer

Woman's Era Magazine

May 2021 - Present (11 months +)



Sr. Account Executive

Concept BIU

Aug 2021 - Mar 2022 (8 months)



Analyst - Media Content

CARMA

Jan 2020 - Jan 2021 (1 year 1 month)

Worked as a Media Content Analyst, projects included M&M, and Prime Video. analysed more than Fifty thousand news clippings.



Intern

Rashtradoot Daily Newspaper

Jun 2019 - Jul 2019 (2 months)

Worked in the editorial department of the newspaper and learned various aspect to producing a final copy of a print medium.



Dissertation

Central University of Punjab

May 2018 - May 2019 (1 year 1 month)

Usages and effects of OTT platforms: A study of youngsters



Book Reviewer

Central University of Punjab

Feb 2019 - Mar 2019 (2 months)

Content Analysis and Review



Student Editor

Central University of Punjab

Feb 2018 - Mar 2019 (1 year 2 months)

Worked in the editing committee of University Newsletter. Got a small exposure to PR and corporate communication, press note creating and gathering, other research and content creation.

Education



Central University of Punjab

Masters in Journalism and Mass Communication, Mass Communication/Media Studies

2017 - 2019

During the MJMC, learned about the fundamentals, functions, and economics of mass media, arts science and commerce of mass communication. Worked in the editing committee of University Newsletter. Wrote a thesis on usages and effects of (OTT) Platforms: A study of University students



University of Rajasthan

B.A in Sociology, Public Administration and Geography, Humanities/Humanistic Studies

2014 - 2016

Licenses & Certifications



One Day Training Program On Human Rights - National Human Rights Commission of India

15 Nov. 2018



Awareness Program about legal Rights of Women - National Commission for Women - India

16 October



Masters in Journalism and Mass Communication - Central University of Punjab

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Usages and effects of OTT platforms: A study of youngsters - Central University of Punjab



Reuters Training Course: Introduction to Digital Journalism - Reuters



UGC NET Qualified in Mass Communication - University Grants Commission (ugc)
RJ09000035



Qualified PhD Entrance Visual Communication - Bharathidasan University,
Tiruchirappalli

Issued Aug 2021 - Expires Aug 2026

21084410006

Skills

Journalism • Public Relations • Research • Storytelling • Content Creation • Media Monitoring

Honors & Awards



Assistant Professor (NET) - University Grants Commission (ugc)

Feb 2022

Qualified UGC NET With 58.66 Score