

# Imran Hasnat, PhD

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Beltiabari, Tangail, Dhaka, Bangladesh

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## Core Competencies

- Digital Media Strategy & Content Creation
  - Project Management & Team Leadership
  - Data Analysis & Visualization
  - Social Media Strategy & Audience Engagement
  - Web Development & UX Design
  - Research Methodology & Applied Analytics
  - Student Mentorship & Career Advising
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## Research Accomplishments

- Authored **10+ peer-reviewed journal articles** and book chapters in communication, public diplomacy, and tourism branding.
  - Delivered **20+ conference presentations** at international academic forums, including AEJMC, WJEC, and ICA.
  - Conducted interdisciplinary research on social media strategy, content analysis, and digital diplomacy, influencing government and organizational practices.
  - Developed applied research reports for the U.S. Department of State and embassies, contributing to policy recommendations and media strategy.
  - Winner of the **Ph.Digital Bootcamp Fellowship (2020)** and the **AEJMC Presidential Diversity & Inclusion Fellowship (2020)**.
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## Professional Experience

### Senior Lecturer

*Stirling College, Chengdu University, China* | 2023 – 2024

- Taught courses including Magazine Journalism, Digital Marketing, Research Methods, Interactive Storytelling, and Intro to Digital Creative Industries.
- Mentored students on a two-year-long graduation digital project, providing guidance on research and creative execution.
- Conducted workshops on emerging trends in digital media and storytelling techniques.

### Assistant Professor of Media Studies

*University of Liberal Arts Bangladesh, Dhaka, Bangladesh* | 2022 – 2023

- Delivered graduate and undergraduate courses such as Media Ethics, Research Methodology, Media Relations, and Communication for Development.
- Designed innovative curricula to enhance practical and theoretical understanding in media studies.
- Advised master's students on their theses and professional development, conducting workshops and seminars for skill-building.

### Assistant Professor of Digital Media

*University of Oklahoma, USA* | 2021 – 2022

- Designed and taught courses on digital storytelling, media writing, and data visualization.
- Led cross-functional projects integrating media ethics and digital reporting.
- Co-managed research and curriculum collaborations across international platforms.

### **Web Developer & Digital Strategist**

*Various Projects* | 2016 – Present

- Built award-winning digital storytelling simulations such as *Race to Refuge*.
- Redesigned and maintained high-profile websites for organizations, enhancing user experience and accessibility.
- Produced content and led marketing for global educational events like WJEC conferences.

### **Graduate Assistant & Researcher**

*Gaylord College, University of Oklahoma* | 2015 – 2021

- Conducted interdisciplinary research in public diplomacy and social media engagement.
- Managed academic events and implemented system upgrades for streamlined conference operations.

### **Social Secretary**

*High Commission of Canada, Dhaka* | 2013 – 2015

- Facilitated diplomatic events and supported public relations campaigns.
- Coordinated communication initiatives between Canadian and Bangladeshi stakeholders.

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## **Education**

**PhD in Mass Communication** | University of Oklahoma, USA | 2021

Dissertation: *Social Media in Public Diplomacy*

**MA in Journalism** | University of Oklahoma, USA | 2017

Thesis: *Tourism Advertising as a Public Diplomacy Tool*

**MA & BA in International Relations** | Jahangirnagar University, Bangladesh | 2013 & 2012

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## **Key Achievements**

- Winner of Best Solo Project Award (*Race to Refuge*), 2019 OU Creaties Awards.
- Published extensively in journals and books on communication, tourism branding, and social media.
- Developed data-driven strategies for government and organizational campaigns.

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## **Technical Skills**

- Tools: Twine, Storyline 360, Unity, Adobe Animate, Adobe Creative Suite, Final Cut Pro, Adobe XD, Figma, Tableau, Wordpress, Miro, Google Analytics, Canva and Audacity
- Programming: HTML, CSS, Python, R and JavaScript
- Platforms: Learning Management Systems (Canvas, Moodle, Blackboard, Google Classroom)
- Languages: Fluent in English, Bengali, and basic French