

# CURRICULUM VITAE

## **Waseem Abbas Jafri**

H. No. - N23, 2nd floor, Batla  
House, Jamia Nagar,  
New Delhi  
Mobile No: 9015948837  
Email: waseemalijafri@gmail.com

### **Career Objective**

Being a committed team player, want to be a part of a renowned organization, to contribute towards the growth of the Organization, based on my expertise and to further my personal capabilities by learning from the new exposure within the structured framework of the organization.

### **Educational Qualifications**

- Master of Journalism and Mass Communication from T.M.U. Moradabad (Gold Medalist).
- M.A. Economic from MJP Rohilkhand University, Bareilly.
- B.A. (Hons.) Mass Media Writing from Jamia Millia Islamia University, New Delhi
- 12th from CBSE Board in 2008.
- 10<sup>th</sup> Class from CBSE Board in 2006.

### **Experience**

- **Senior Executive Digital Services**  
**Cyber Media India Ltd.**  
May-2018- Present

#### **Clients:-**

- Korea Tourism Organization
- Club Factory
- Refcold
- China Club
- Nooba
- Langoor
- Krispy Kreme India

- Envirochip
- Environics
- Navigating India
- Dr. CV Raman University, Bhopal
- Aditya College of Design Studies

### **Roles & Responsibilities**

- Managing paid ads on different platforms of social media like Facebook, Instagram, Twitter & LinkedIn etc.
- Guiding graphic designing team for creative designing.
- Social Media Creative Copy & Content Writing.
- Creating and managing social media organic and paid campaigns.
- Creating Month long calendar for various activities and events.
- Manage posting on social media pages like Twitter, Facebook, Instagram, google+ etc.
- Creating and maintaining Social Media community.
- Client servicing.
- Social Media Reports- Google, Facebook, Twitter & LinkedIn.
- Social Media Marketing.
- Brainstorming ideas for new campaigns

### • **Senior Account Executive- Social Media**

#### **Aakriti Promotions Media Ltd.**

Feb 2016-April 2018

#### **Clients: -**

- Ministry of Communication.
- Department of Telecommunication
- BSNL
- MTNL
- Khadi India
- Gujarat State Petronet Limited

### **Roles & Responsibilities**

- Creating and managing social media campaigns.
- Creating Month long calendar for various activities and events.
- Posting regularly on client's social media pages.
- Creating and maintaining a Social Media community.
- Social Media Lives
- Reviewing Products and writing blogs & scripts for the same.
- Client servicing- One-point contact person for Delhi based clients.
- Social Media Content Writing.
- Social Media Optimization.

- Social Media Performance Reports on daily, weekly, fortnightly & monthly basis.
- Social Media Marketing for the products of the client.
- Travelled to various regional offices of BSNL for the training of BSNL's officers on social media.
- Conducting of Twitter Town Hall every month- It's a live chat of BSNL's CMD with the customers of BSNL.

### **Social Media Tools**

- Sprout Social
- Twitterseva
- Freshdesk
- MeltWater

### **Some Other Tasks**

- Grievance redressal Management
- Designing & managing of campaign/contests.
- Execution
- Amplification & Gatekeeping for making a positive image of the brand on social media platforms.
- Influencer Marketing
- Blogging.
- Organizing of Social Media training programs for BSNL's officers.
- Client management and liaison with different government organization like BSNL, MTNL, NIELIT, IREDA, Khadi India & DoT.

## **Past Experiences**

- Worked as Sub Editor and Reporter with Hindustan Media Venture Limited's Hindi newspaper in Moradabad. Also handles Facebook and Twitter page of the newspaper.
- Worked as a Coordinator in Heal Talk Journal for 6 months.
- Worked in Marketing and Advertising in Updent for 6 months.
- Worked as an intern at IBN7 of Network 18 at Output Desk, Sports Desk, and Input Desk and in reporting.
- Worked as an intern at SMBC Insight News Channel Input and Output Desk
- Worked with Itimes in different events.
- Worked with MMTC in an event on eve of Diwali and Dhanteras.

## Achievement

- University Topper
- Participated in seminars and workshop in colleges.
- University's student team head for NAAC inspection in TMU.
- College of Journalism and Mass Communication's Student Head.
- Participated in debate, drama and speech competition.
- Organize Street Play in TMU Drama Club.
- Makes several documentaries at college level.

## Professional Skills

- Complete knowledge of handling Facebook, Twitter, YouTube, Instagram, LinkedIn, Pinterest, Google+ etc.
- Social Media Tools- Sprout Social, FreshDesk & Twitter Seva.
- Hindi, English typing.
- Script Writing, Package Writing, Story Writing.
- Audacity (audio editing software).
- Capable to handle still and video camera.
- Always ready to handle a team/group
- Handle a National Seminar as a Host.
- Covering many seminars as photographer and videographer towards the college.

## Personal Profile

Father's Name: Shameem Abbas Jafri  
Mother's Name: Asmat Zehra Jafri  
Date of Birth: 29 Sept. 1990  
Language Known: English, Hindi, Urdu  
Marital: Single  
Nationality: Indian

Date: - .....

Place: New Delhi

Waseem Abbas Jafri