|  |
| --- |
| **CURRICULUM VITAE** |

**PERSONAL INFORMATION**

NAME:

Ayesha Wallayat Chaudhry

FATHER’S NAME:

Chaudhry Wallayat Khan

POSTAL ADDRESS:

Kazmi House, 72-H, H-Block

Model Town, Lahore,

Pakistan.

MOBILE# PERSONAL:

+92321 7595130

MOBILE # HOME:

+92 321 7595130

CNIC #:

31202-4626675-6

DATE OF BIRTH:

04-03-1991

DOMICILE:

Bahawalpur,

(PUNJAB) Pakistan

NATIONALITY:

PAKISTANI

RELIGION

Islam

GENDER

Female

MARITAL STATUS

Single

EMAIL

[**ayeshawallayat421@gmail.com**](mailto:ayeshawallayat421@gmail.com)

****

**OBJECTIVE**

* **To utilize my knowledge and skills in the development of the society as well as of the country.**
* **To obtain a respectful career for myself in aprestigious organization.**
* **To enhance my knowledge, skills and experience.**
* **To achieve accomplishments for myself and the country.**
* **To make a positive contribution to the academics as well as practical field.**
* **To become an aspiration for others.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Matriculation**  **(2005)** | **Science (Bio, Chemistry, Physics, Mathematics)** | **Board of Intermediate & Secondary Education Bahawalpur, Punjab, Pakistan** | **Percentage:**  **59%** |
| **F.A**  **(2007)** | **English Literature, Geography, Islamic History** | **Board of Intermediate & Secondary Education Bahawalpur, Punjab, Pakistan.** | **Percentage:**  **69%** |
| **B.A**  **(2009)** | **English Literature, International Relations** | **The Islamia University of Bahawalpur, Punjab, Pakistan.** | **Percentage:**  **60%** |
| **M.A**  **(2011)** | **Media Studies** | **The Islamia University of Bahawalpur, Punjab, Pakistan.** | **CGPA:**  **3.82**  **(3rd Position)** |
| **MPhil**  **(2014)** | **Media Studies** | **The Islamia University of Bahawalpur, Punjab, Pakistan.** | **CGPA:**  **3.88**  **(1st Position)**  **(Gold Medalist)** |

**ACADEMICS**

**MPhil RESEARCH THESIS:**

**“Role of Private TV Channels’ Current Affair Programs in Political Opinion Formation of Public: A Case Study of Bahawalpur City”**

**COMPUTER SKILLS**

* **Expertise in Microsoft Windows XP/2000/98 and in MS-Office 97/2000/XP- 2003.**
* **Have knowledge about SPSS Software**
  + **MS Office.**
  + **Internet Browsing.**
  + **Expertise in InPage 2012.**
  + **Adobe Acrobat**

**TRAININGS & WORKSHOPS:**

* **2-days workshop of T.V. news reporting held in The Islamia University of Bahawalpur**
* **2-weeks training & workshop of making short documentaries in collaboration with IRC (Interactive Resource Centre)**
* **1-day workshop by CDC (Cholistan Development Council) titled as “PEACE IS MY RIGHT”**
* **1-day workshop of gender sensitization by UNESCO**
* **2-day workshop on “More Women in Media” in collaboration with Uks NGO & DANIDA.**

**INTERNSHIP:**

* **Institution: “THE NATION” Daily Newspaper**

**Duration: 6 weeks**

**Location: Lahore City**

**PROJECT ON MEDIA MONITORING:**

* **Institution: Uks NGO & NED**

**Duration: 1 month**

**Location: Bahawalpur City**

**WORK EXPERIENCE:**

**Content Writer**

* **Institution: Nextages Solution**

**Duration: June 2014 till to-date**

**Location: Lahore City**

**RESPONSIBILITIES:**

* **To develop content to demonstrate organization’s impact on industry.**
* **To draft and edit assigned editorials, talking points and press releases.**
* **To create and post timely content on organization’s website.**
* **To utilize industry and organizational knowledge to develop ideas and content.**
* **To develop compelling content for various markets, platforms and learners.**
* **To make change to new content requirements, digital tools and collaborators.**

**SALES & PRODUCTION EXECUTIVE**

* **Institution: Platinum Communications**

**Duration: 4 Months**

**Location: Lahore City**

**RESPONSIBILITIES:**

* **To maintain and develop relationships with existing customers in person and via telephone calls and emails**
* **Cold calling to arrange meetings with potential customers to prospect for new business**
* **To act as a contact between the company and its existing and potential markets**
* **To negotiate the terms of an agreement and closing sales**
* **To gather market and customer information**
* **To create detailed proposal documents, often as part of a formal bidding process which is largely dictated by the prospective customer**

**RESEARCH & EDITING ASSISTANT:**

* **Institution: The Islamia University of Bahawalpur**

**Duration: 3 Years**

**Location: Bahawalpur City**

**RESPONSIBILITIES:**

* **To conduct research**
* **To maintain accurate records of interviews, safeguarding the confidentiality of subjects, as necessary**
* **To request or acquire equipment or supplies necessary for the project**
* **To manage and respond to project related email**
* **To prepare, maintain, and update website materials**
* **To attend area seminars and other meetings as necessary**
* **To prepare progress reports for the Project In-charge and funding agency**
* **To organize and research projects to tight deadlines**
* **To amendother researchers’ articles**
* **To proof-read, edit and write online content including via social media**
* **To upload text and images to a website using a content management system**
* **To assess manuscripts and make recommendations on their publication to senior editorial staff**

**VISITING LECTURER:**

* **Institution: The Islamia University of Bahawalpur**

**Duration: 2 Years**

**Location: Bahawalpur City**

**RESPONSIBILITIES:**

* **To provide support and guidance to academic trainees.**
* **To collaborate with faculty to conduct new student workshops.**
* **To assist in selecting right student leaders.**
* **To provide guidance to students on academic goals and educational issues.**
* **To assist students on course selection, study habits and career selection.**
* **To prepare and maintain student records according to district policies and administrative regulations.**
* **To work with parents, other teachers and counselors to address students' behavioral, academic, and other problems.**
* **To assist in updating lesson content and instruction methodology.**
* **To assist in development of training modules and programs.**
* **To coordinate with other teachers and center coordinators to develop lesson plans and materials.**

**RESEARCH PUBLICATIONS:**

* **Research article has been published in internationally recognized research journal of Japan “Asian Journal of Social Sciences and Humanities” (AJSSH) Vol.2 No.3 August 2013, Titled: “Mass Media, Culture & Society with the Perspective of Globalization, Modernization and Global Culture”. Page No. 479-484**

**Url address:http//**[**www.ajssh.leena.luna.co.jp/**](http://www.ajssh.leena.luna.co.jp/)

* **Feedback Article titled: “Uks Media Monitoring Project Feedback” published in the Summer2011 NED (National Endowment for Democracy) Newsletter Volume II- Promoting Public Discourse On Media ContentPage No.10.**

**Url address:** [**http://www.uksresearch.com/NewsLetter/NED%20NEWSLETTER%20VOLUME%20II%20-%20Final%20PDF.pdf**](http://www.uksresearch.com/NewsLetter/NED%20NEWSLETTER%20VOLUME%20II%20-%20Final%20PDF.pdf)

**LANGUAGE**

* **English.**
* **Urdu**
* **Punjabi.**

**SKILLS:**

* **Ability to work with computers**
* **Writing/drafting skills**
* **Good communication/inter-personal skills**
* **Ability to teach and train others**
* **Able to work under pressure and to meet target deadlines.**
* **Capable of communicating effectively.**
* **Very ambitious to make a positive contribution in the success of the organization.**
* **Have the ability to achieve accomplishments for myself as well as for the organization.**

**REFRENCES**

Available on demand