
SIDRA SHAHID

PERSONAL INFORMATION

Postal Address: House no 161-A, Street no 54, I-8/3. Islamabad, Pakistan
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TEACHING INTERESTS

- Role of Mass Media in various disciplines
 - New Media and its applications
 - Film making (Screen writing, Basic editing, Direction, Sound Design and Production)
 - Creative writing and Digital Advertising
 - Graphic Design Practices
 - Public Relations and its applications
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EDUCATIONAL HISTORY

Degree	Duration	Institution
MS in Media and Mass Communication	2012 - 2015	International Islamic University, Islamabad
BS in Computer Arts	2005 – 2009	Fatima Jinnah Women University, Rawalpindi

PROFESSIONAL EXPERIENCE

- **Visiting Lecturer**

Currently working as visiting faculty in reputed universities of Islamabad.

National University of Modern Languages Feb 2020 – present

Szabist Islamabad Feb 2021 – present

International Islamic University Islamabad Jan 2020 – June 2021

- **Assistant Producer and Script writer** **Steen theater and films production Pvt.Ltd** **July 2019 – June 2020**

Worked as an Assistant Producer.

Also worked as a script writer and director of short film.

Trainer of new graduates and interns.

- **Social Media Coordinator** **Pafsom Arena E-9** **2017 - 2019**

In charge of research and development team.

Assisted in analysis of marketing trends and digital marketing.

Assisted in promotion of events maximizing audience engagement and participation.

- **Teacher and Lesson Coordinator** **Beaconhouse School System F-7/1, Islamabad** **2016 - 2017**

Worked as a class teacher as well as English and Mathematics lesson teacher.

Duties also include English lesson planning for Primary branch.

- **Intern** **Daily Jang, Rawalpindi** **2007**

Duties involved designing and arranging colored page layout.

- **Community Services** **SOS Village, Islamabad** **2009**

Duties involved teaching students and monitoring their welfare and hygiene.

RESEARCH

- One year research experience in the field of critical Discourse analysis.
- Designed Virtual Tour of Fatima Jinnah Women University as BS research thesis.

PUBLICATION

- Hajj 2013: The Western Media Discourses. Shahid, S., & Sial, N. (2021). Hajj 2013: The Western Media Discourses. *Rahat-Ul-Quloob*, 5(1), 59-72.
<https://doi.org/10.51411/rahat.5.1.2021/141>.

Language Skills

Language English (Fluent)
Urdu (Native)
Potohari

Computer Skills / Databases

MS Office
Adobe Illustrator
Adobe Photoshop
Adobe Audition
Adobe Premier
Flash
Proficient in handling of sound device Zoom H6n

References

Upon demand