

MOHD. REHAN IRFAN

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CAREER CONSPECTUS

To pursue a challenging career and be part of a progressive media institution that gives scope to enhance my knowledge, skill and reach pinnacle in the domain of mass media with sheer determination, dedication and hard work.

EXPERIENCES

(1) Qualified **UGC NET+JRF 2020-2021**. (Result declared on 19th Feb 2022).

(2) Worked as **Assistant Professor** of Advertising & PR at **Lovely Professional University**, Punjab. (7th Sep 2018 - 30th April 2020).

- **Job Description:** The Job profile includes:
 - To teach Advertising and Public Relations.
 - To help students develop digital posters, letter heads, logos & other designs for publicity.
 - Organizing continual tutorials with students to assess their needs, ambitions and college aspirations
 - To devise and develop schemes of work covering textual analysis, representations and receptions, preproduction, production and post production in film, video and print skills, text, industry and audience
 - To maintain the college's level of exceptional academic achievement.

(3) Worked as **Manager** of Public Relations & Business Development at **Devotee International Private Ltd.** (1st Sep 2017- 30th Aug 2018). [**Freelance**]

- **Job Description:** The job profile includes:
 - Branding, content development, social media round-ups.
 - Internal/External Communications.
 - Set up and maintain vendor collaboration.
 - Product Strategy, Marketing, ATL/BTL activities.
 - Qualify all incoming leads and covert into business.
 - Ensure thorough knowledge and understanding of all company services.
 - Research market, source potential new clients and arrange meetings with key HR personnel's.

(4) Worked as **Freelance Journalist** (Aug 2015- July 2017)

- **Job Description:** The job profile includes:
 - Personal Interviews.
 - Content Writing.
 - Editing Stories.
 - Film Reviews.

PUBLICATIONS

- Paper Titled: The Problem Of Fake News In Covid-19 Pandemic: Detection & Counter Measures. Vol-06, 2019, IJRAR.
- Paper Titled: The Fake News Dictionary: An Opportunity for Media Literacy. DSSR 2020.

DESERTATION SUPERVISOR

- “Portrait of women in Indian Commercials” A Critical Analysis (2018).
- “Portrait of women in Indian Cinema” A case Study (2018).
- “The Impact of Emoticons on Affect Interpretation in Instant Messaging” (2019).
- “Study The Effect Of Facebook On Consumer’s Buying Behavior” (2019).

CURRICULUM DEVELOPMENT

- Certificate course in **Social Media Marketing** from Amity University.
- Certificate course in **Content Marketing** from Amity University.
- Certificate course in **Search Engine Optimization** from Amity University.
- Certificate course in **Digital Marketing Strategies** from Amity University.
- Certificate Course in **LinkedIn Network & Marketing** from Amity University.

SOFTWARE COMPETENCY

- WordPress.
- Adobe Photoshop.
- Corel DRAW.

WEBINAR/CONFERENCES

- Participated in workshop organized by DATALEADS on “How to Fact Check & Debunk Fake News in India?”
- Participated in webinar “The Digital Account- Digital Skills in Transformed World” organized by Kumaraguru College of Liberal Arts & Sciences, Coimbatore.
- Participated in webinar “Cyberlogy for 21st Century Classrooms” organized by Maharaja Sayajirao University of Baroda, Vadodara.
- Participated in webinar “Personality Development” organized by Bharathiyar University, Coimbatore.
- Attended two days International Conference on “Global Health Zenith: Confluence-19” hosted by Jamia Millia Islamia Central University, New Delhi.

ADDITIONAL ACTIVITIES

- Worked as Branding Consultant with Department of Fine Arts, LPU.
- Served as Assistant Editor of “**Lovely World Tabloid Newspaper**”.
- Worked as Team Member of **LPU Social Media** streams (Branding & Content).
- Served as Event Coordinator at **106th Indian Science Congress 2019** organized by LPU.
- Worked as Editor-In-Chief of **Al-Mohsin 2015** (AMU Hall Magazine).
- Produced & directed a short feature film “**Khwahishen**” (Awarded as most popular film in FILMSAAZ-2015.)

- Assisted two short documentary movies “**My Mistake & Sutta Nation**”.
- Participated in a workshop on Right To Information Act (RTI), And How To Use It Effectively.
- Participated in national seminar on Globalization conducted by Dept. Of Mass Communication, AMU Aligarh.
- Voluntarily worked for several university functions such as- Convocation, Media Meet, Cultural Festivals & Students Union Elections.
- Served as Senior House Monitor of Mohsin-ul-Mulk Hall (AMU, Aligarh).
- Attended Workshops on Health Writing at Dept of Mass Communication, AMU, Aligarh.
- Participated in Various Cultural Activities, Group Discussions & Debates in the university.

SUMMER INTERNSHIP

❖ Internship at **INDIA TODAY**. (2017)

Job responsibilities:

- Checking text to ensure it is well written, logically structured and in the right style.
- Correcting grammar and spelling.
- Translating stories from Hindi to English.
- Ensuring the text is in line with the publisher's 'house style'.
- Checking facts, Checking illustrations and captions.

❖ Internship at **THE HINDU**. (2014)

Job responsibilities:

- Reporting, Covering events, Book reviews.
- Interviewing celebrities. (Personally interviewed 12 celebrities like; Arjun Kapoor, Kapil Sharma, Kailash Kher, Meet Bros, Khushbu Grewal etc.

❖ Internship at **M/s DREAM WHISTLERZ ENTERTAINMENT (P) Ltd.** (2014)

Job responsibilities:

- Learnt, how to response queries.
- Updating media contacts.
- Social media round ups.
- Writing & editing press releases.
- Strategic planning (Brand Promotions).

PROFESSIONAL STRENGTHS

- Quick Learner.
- Positive Attitude.
- Good Verbal and Written Communication Skills.
- Practical & theoretical knowledge coupled with subject relation.

ACADEMIC QUALIFICATION

- Masters in Journalism and Mass Communication from Aligarh Muslim University (AMU) in the year 2015 with first division.
- Bachelor of Science [Hons] in Chemistry from Aligarh Muslim University (AMU) in the year 2013 with second division.
- Intermediate from CBSE Board in the year 2010 with first division.
- High school from CBSE Board in the year 2007 with second division.

PERSONAL DETAILS

Date of Birth : 7th April 1993
Marital Status : Single
Nationality : Indian
Language known : English, Hindi.
Hobbies : Reading, Travelling, Volleyball, Cricket etc.
Permanent Add. : Moh. Kot Chaman Nawaban, Hasanpur.
Distt- Amroha (UP), INDIA. 244241.

DECLARATION

I hereby declare that the information provided above is true to the best of my knowledge.

Date: 01st May 2023

Place: Uttar Pradesh (India)

Mohd. Rehan Irfan