



# Mohsin Sajid

*Mass communicatist*

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## About Me

I am a highly accomplished mass communication professional with a solid educational background and six years of industry experience. With a strong foundation in mass communication theory and a proven track record in practical application, I bring a wealth of knowledge and expertise to any media-related role. My extensive experience has honed my skills in strategic communication, media production, public relations, and digital marketing. My experience has allowed me to work collaboratively with cross-functional teams, including journalists, designers, videographers, and marketing professionals. I thrive in dynamic environments and have demonstrated my ability to meet tight deadlines without compromising quality. I am proficient in utilizing industry-standard software and tools, including Adobe Creative Suite, content management systems, and analytics platforms, to effectively manage projects and measure campaign success. In Summary, I offer a proven track record of delivering successful communication strategies, creating compelling content, and engaging diverse audiences. I bring a combination of expertise, creativity, and professionalism to any organization, and I am eager to contribute to its success and growth.

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## Experience

**PUBLIC RELATIONS EXECUTIVE** **BECHDAY ADVERTISING AGENCY**

01/2022 - 07/2023

- **Media Relations:** As a Public Relations Executive, I establish and maintain positive relationships with media outlets, journalists, and influencers. I pitch newsworthy stories, press releases, and content related to advertising campaigns to secure media coverage. I coordinate interviews, press conferences, and media events, ensuring effective communication and fostering positive media relations for the agency and its clients.
- **Reputation Management:** I actively manage and enhance the reputation of the advertising agency and its clients. I monitor media coverage, social media platforms, and online discussions to identify and address any potential reputational risks. I develop and implement crisis communication strategies, handle media inquiries, and provide timely and accurate responses to mitigate any negative impact on the agency's brand or client relationships.
- **Strategic Communication:** I excel in developing and executing strategic communication plans that align with the agency's objectives and client goals. I create engaging and impactful content, including press releases, articles, blog posts, and social media campaigns, to effectively communicate key messages and enhance brand visibility. I collaborate with internal teams and clients to develop compelling narratives and ensure consistent messaging across various communication channels.

## **SALES REPRESENTATIVE** TECHNO HUB COMMUNICATION

01\2021 -12\2021

- **Inbound and Outbound Sales Calls:** As a Sales Representative, I handle both inbound and outbound sales calls. I effectively engage with customers, understand their needs, and promote products or services to drive sales. I provide product information, address customer inquiries, and guide them through the sales process to achieve sales targets.
- **Customer Relationship Management:** I excel in building and maintaining strong relationships with customers. I provide exceptional customer service, actively listen to customer concerns, and offer solutions that meet their needs. I strive to enhance customer satisfaction, retention, and loyalty by ensuring a positive experience throughout the sales journey.
- **Sales Target Achievement:** I am results-driven and focused on achieving sales targets. I utilize effective sales techniques, such as active listening, objection handling, and closing skills, to convert leads into sales. I maintain accurate records of customer interactions, update sales pipelines, and actively work towards meeting or exceeding sales goals through consistent effort and perseverance

## **ADVERTISING MEDIA PLANNER** BECHDAY ADVERTISING AGENCY

07/2018 - 12/2020

- **Media Strategy Development:** As an Advertising Media Planner, my primary responsibility is to develop effective media strategies for advertising campaigns. I conduct thorough market research and audience analysis to understand target demographics, media consumption habits, and advertising trends. Based on this analysis, I formulate data-driven media plans that outline the optimal mix of media channels and platforms to reach the target audience and achieve campaign objectives.
- **Campaign Performance Analysis:** I am skilled in tracking and analyzing the performance of advertising campaigns across various media channels. I utilize industry tools and metrics to measure reach, frequency, engagement, and other key performance indicators (KPIs). I provide actionable insights and recommendations to optimize campaign performance, such as adjusting media allocation, targeting specific segments, or refining creative messaging. By monitoring and analyzing campaign effectiveness, I ensure that advertising investments deliver the desired results
- **Client Collaboration:** In my role as an Advertising Media Planner, I actively collaborate with clients and internal teams to understand their marketing objectives and deliver strategic media solutions. I effectively communicate media plans, recommendations, and campaign performance reports to clients, providing clear explanations and insights in non-technical terms. I maintain strong relationships with clients, media vendors, and internal stakeholders, ensuring seamless coordination and alignment throughout the campaign lifecycle.

## **SAMAJ NEWS** SUB-EDITOR

10\2019 - 11\2019

- **Content Curation and Editing:** As a Sub Editor, my primary responsibility is to curate and edit news content for printing. This involves reviewing raw news pictures, written scripts, and interviews, and making editorial decisions to ensure accuracy, relevance, and adherence to journalistic standards.
- **Writing News:** As a Sub Editor, I was also responsible for creating catchy headlines that ensure the readers will definitely learn the new body, I was also responsible for writing news body.

- **Content Curation and Editing:** As a Sub Editor, my primary responsibility is to curate and edit news content for broadcast. This involves reviewing raw news footage, written scripts, and interviews, and making editorial decisions to ensure accuracy, relevance, and adherence to journalistic standards.
- **News Story Selection:** I excel in selecting and prioritizing news stories based on their newsworthiness and audience interest. I work closely with reporters and producers to identify and develop compelling stories that resonate with viewers. I am skilled in conducting research, verifying facts, and ensuring the objectivity and fairness of news stories
- **Collaborative Workflow Management:** In my role, I effectively manage the workflow of news production. I work closely with the production team, including reporters, producers, camera operators, and graphic designers, to ensure smooth and efficient operations. I am skilled at coordinating and prioritizing tasks, adhering to tight deadlines, and maintaining open lines of communication among team members.

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## EDUCATION AND TRAINING

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- 01-2023 \ still going on  
GOOGLE DIGITAL MARKETING & E-COMMERCE PROFESSIONAL CERTIFICATE **Coursera**  
FOUNDATION OF DIGITAL MARKETING AND E-COMMERCE COURSE 1 COMPLETED (MAY,31-2023)
- 2016 – 2020  
Pakistan BACHELORS IN MASS COMMUNICATION **Gift University**
- 2013 – 2015  
Pakistan INTERMEDIATE **Superior Science Collage**

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## PROJECTS AND CERTIFICATIONS

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- SHORT FILM MAKING **GIFT UNIVERSITY** 2019
- TRAINING PROGRAM PARTICIPATION **WAHAB PROFESSIONAL TRAINING HUB** 2019
- ADVERTISING AND PR CAMPAIGN **GIFT UNIVERSITY** 2018
- RESEARCH WORK COMPLETION **GIFT UNIVERSITY** 2017 & 2020
- CERTIFICATE OF ACHIEVING SECOND POSITION **GIFT UNIVERSITY** 2016
- CERTIFICATE FROM **GOVERNMENT OF PUNJAB** FOR ACHIEVING LAPTOP 2013
- ISLAMIC STUDIES **INTERNATIONAL INSTITUTE TANZEEM UL ISLAM** 2012 & 2014
- CERTIFICATE OF COMPUTER LEARNING **SAY INSTITUTE** 2010

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## LANGUAGES SKILLS

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ENGLISH AND URDU

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## DIGITAL SKILLS

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Social Media data processing and analysis software: Origin (advanced) Decision-making Microsoft Word, Microsoft Excel, Microsoft Office, Microsoft Power point, Social Media Written and Verbal skills  
Organizational and planning skills Working both in a team and autonomously

