

MUHAMMAD MURTAZA HASSAN

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SUMMARY

Dynamic academic and administrative professional with over six years of experience in departmental leadership, admissions management, digital media strategy, and higher education teaching. Currently serving as Manager Admissions and Digital Media, heading the admissions department, planning and executing institutional social media campaigns, and strategizing the promotion and launch of new academic programmes. Alongside administrative leadership, actively engaged as a Lecturer in Mass Communication, delivering courses in media studies, digital communication, and content strategy.

WORK EXPERIENCE

Lecturer (Mass Communication) **Sep 2026- Present**
National Defence University, Islamabad

- Serving as lecturer of Mass Communication

Manager Admissions & Digital Media/Lecturer Mass Communication **July 2025-16 Sep 2026**
Riphah International University, Sahiwal

- Heading the Admissions and Digital Media Departments, overseeing operations, planning, and execution.
- Managing the logistics for events of Open House, Orientation Day and Teacher Appreciation Day

Moderator, Digital Media Wing **Sep 2024 - June 2025**
Directorate General Public Relations, Punjab

- Managed and coordinated government social media operations, ensuring timely flow of information, content, and communication across multiple stakeholders.
- Served in the Punjab Government War Room during wartime, supporting crisis coordination, operational information flow, and real-time resource and communication management.
- Coordinated district-level communication and logistics activities during the May 2025 wartime response, facilitating timely information exchange and operational coordination among relevant stakeholders.
- Supported continuity of operations by coordinating communication requirements, logistical information, and field-level updates between central and district teams.
- Managed citizen-facing communication channels to counter disinformation, minimize public panic, and ensure the timely and accurate distribution of critical information during crisis situations.
- Monitored information requirements, coordinated inputs from multiple sources, and supported decision-making through timely reporting, data flow, and situation updates.
- Coordinated with government departments and field teams to maintain an efficient information and communication supply chain, ensuring critical updates reached relevant stakeholders without delay.

Lecturer (Visitng) **Jan 2023 - May 2024**
Bahauddin Zakariya University, Multan

- Served as Visiting Lecturer in Mass Communication at Bahauddin Zakariya University (BZU), delivering lectures and facilitating practical media learning.

Media Consultant **July 2022 - Aug 2024**
Aesthetic Consultants & Constructors

- Head of Media Wing, overseeing digital media, CRM operations, and leading field survey and marketing teams.
- Managing timely execution of project through provision of material on sites.

Project / Media Coordinator **May 2020 - June 2022**
Bloomfield Hall

- Managed digital media platforms and content production to support institutional communication and outreach.
- Conducted online classes during COVID-19 and coordinated field teams for the Library Rehabilitation & Revitalization project across 400 schools in 10 districts of Punjab.

Coordinator
Ministry of Railways, Pakistan Secretariat, Islamabad **July 2019 - Jan 2020**

- Coordinated inter-departmental communication among the DG Coordination Office, Ministry of Railways, and Strategic Plans Division (SPD).

ADDITIONAL INFORMATION

- **Technical Skills:** AI assisted tools, Adobe Premier Pro, Canva, CapCut and MS Office expertises.
- **Channels:** Managed Riphah Sahiwal, Govt. of Punjab, Bloomfield Hall, and Inside Story Channels on YouTube
- **Awards/Activities:** Moderator & Presenter, 2nd International Conference on Media & Communication Research ICMCR, Institute of Media and Communication Studies, BZU

EDUCATION

MPhil Mass Communication CGPA 3.05/4 **Oct 2020 - Dec 2022**
Bahauddin Zakariya University, Multan

- Major in media theories and research methods
- Thesis on "**Portrayal of Abolishment of Article 370 in IIOJK: Comparative analysis of British and US Newspaper"**

Bachelor in Mass Communication CGPA 3.20/4 **Oct 2015 - May 2019**
Bahauddin Zakariya University, Multan

- Major in Production, PR and Journalism

DAE Electrical **2011 - 2015**
Jinnah Endeavours Institute of Technology

ACHIEVEMENTS

- "Successfully planned, managed, and completed **fall 2025, spring 2026 and fall 2026** admissions campaigns at Riphah International University (RIU) Sahiwal, achieving timely enrollment targets through effective outreach, coordination, and digital media strategy. Additionally, teaching 7 to 9 credit hour courses per semester in undergraduate and postgraduate programmes."
- Actively served in the **DGPR Punjab War Room** during the **Pak–India 2025** conflict, demonstrating strong crisis coordination, communication, and operational support skills."
- "Successfully coordinated and completed the Library Rehabilitation and Revitalization Project of Punjab across 400 government schools in 10 districts from October 2020 to February 2022, serving as **Project Coordinator at Bloomfield Hall** and ensuring timely execution, stakeholder coordination, and quality compliance."
- "Successfully launched digital learning platforms and institutional social media channels during COVID-19 as **Media Coordinator at Bloomfield Hall.**"