Saman Rukh Khan
Residence: G-13/4, Islamabad

Education:

- MS Mass Communication, NUST (CGPA= 3.75) September 2015- April 2018
  - *Specialization* : Communication Research

- BS Mass Communication, NUST **(**CGPA= 3**.**41**)** September 2010- June 2014
  - *Specialization*: Advertising and Public Relations

Work Experience:

1.	Market Research Coordinator, ACE Research	September 2023- February 2024
2.	Lecturer, National University of Modern Languages (NUML)	September 2019- September 2020
3.	Content Writer, ACE Research	March 2019 – September 2019
4.	Research Assistant (RA), Riphah University	June 2018- October 2018
5.	Teaching Assistant (TA), NUST	September 2016- February 2017
6.	Content Writer, University Advancement Office NUST	March 2015- August 2015
7.	MCI Online Programs Evaluator, Mishal Pakistan Pvt. Limited	February 2015- July 2015
8.	Intern, Channel 7 Communications Pvt. Ltd	July 2014- September 2014
9.	Intern, Inter Services Public Relations (ISPR)	June 2013- August 2013

Achievements:

- Conducted two workshops at Presentation Convent High Schools in Wah Cantt and Risalpur. The topic was "Life after School: How to Manage the Change and Empower Oneself". Target Audience was female students of Classes 9^{th} and 10^{th}
- Conducted a seminar on "What Makes a Teacher Truly Inspirational?" at Presentation Convent High School Wah Cantt. Target audience consisted of teachers and staff members of the junior and senior sections.

Projects & Research:

- Co-authored a research article titled: "Spiral of Silence and Workplace Harassment in a Pakistani Public Sector Organization". It is published in Journal of Media Horizons, Volume 6, Issue 2, 2025 (HEC Recognized "Y" Category)
- Co-authored a research article titled: "The AI Revolution in Media, Redefining Journalism Education and Professional Practice from Classroom to Newsroom in Pakistan". It is published in Annual Methodological Archive Research Review, Volume 3, Issue 4, 2025 (HEC Recognized "Y" Category)

- Worked on a research article with co-author Dr. Najma Sadiq (Ex Head, Department of Mass Communication NUST). The topic was “Silencing the Protagonist: Gender and Rape in Pakistani Dramas”
- Worked as a Research Assistant with Prof. Dr. Masrur Alam Khan (Ex Head, Department of Mass Communication NUST). The topic was “Human Trafficking and the role of Pakistani Media”.

Interests:

- Social Media
- Photography
- Travelling

References:

Will be furnished upon request