

EDUCATION

University of Punjab – PhD Sociology

2018 – 2024

- MPhil in Sociology (ISCS)
- Master’s Mass Communication (Institute of Communication Studies).

PROFESSIONAL EXPERIENCE

Lahore School of Economics – Teaching Faculty

2022 – Present

- Developed and delivered **comprehensive courses in social sciences**, engaging students in critical discussions and research projects.
- Presented research paper on “**Analysis of Neo-Liberalism: Placement of Womanity: in the Media Houses of Pakistan**” at the 6th Annual Conference of “Emerging Themes in Social Sciences.
- Part of the **Core Committee** held the 5th and 6th Annual Conference at LSE.
- Mentored and enabled **500+ students to produce research papers** concerning diverse topics such as civil awareness, community service, social responsibility, and various sociological issues.

University of Punjab – Teaching Faculty and Researcher

2017-2023

Institute of Social and Cultural Studies

- Taught courses in **Anthropology**
- **Sociology of Development**
- **Virtual Media.**

Institute of Communication Studies

- Taught “**Gender Studies**” to students for four years.

- Fostered a collaborative learning environment, encouraging students to explore diverse cultural perspectives.
- Led an international project by **USAID and Facebook EdVenture Partners.**
- Coordinated research activities including nationwide awareness campaigns and online seminars in partnership with various organizations to **combat cyber hate speech and promote online inclusion.**

Lahore Grammar School – Teaching Faculty

2010-2012

- Awarded the prestigious "Most Consistently Committed Teacher" award for dedication and excellence in teaching.

RESEARCH AND PROJECTS

Teacher Training Needs: Prevention Education for Child Sexual Abuse

- Awarded Best Research Paper at the first National Education Conference at the University of Punjab.

UNICEF Project

2019

- Qualitative research analyst for evaluating MCW (Mother and Child Week) across Pakistan.

PACHAAN Foundation

2010-Present

- Conducted thorough research and conducted various awareness-raising campaigns and seminars amongst a diverse audience for the prevention of child sexual abuse and neglect.
- Promoted to the Member of the Board, contributing to research papers and strategic initiatives for the organization.

Publications

- **Women’s Career in Media Industry of Pakistan: An Analysis of Patriarchy and Neo-Liberalism:** Journal of Peace, Development, and Communication, Volume 07, Issue 02, April-June 2023
- ISSN: 2663-7898, ISSN: 2663-7901
- **Trends in Cesarean Section Deliveries in Pakistan:** Secondary data analysis from Demographic and Health Surveys, 1990 – 2018. Approved for publication by BMC Pregnancy and Childbirth.
- **Career Trajectory of Women in Media:** An analysis of the nexus of patriarchy and neoliberalism. PhD thesis research paper published.
- **Classroom Pedagogy on Prevention Education for Child Sexual Abuse:** Research conducted at a junior school in Lahore, Pakistan. Currently under the process of publication.

SEMINARS AND WORKSHOPS

- Conducted an interactive workshop with senior editors of English dailies to enhance creative writing skills and establish a strong foundation in creative writing.
- Organized an interactive seminar for BS students at the Institute of Communication Studies, University of Punjab, on the “Role of Media Against Gender Stereotypes and Inequalities.” Students presented their research work and gained deeper insights into the subject.

MEDIA AND COMMUNICATION EXPERIENCE

- Regular contributor to prestigious mainstream English dailies such as Dawn, The News, and Daily Times.
- Part of the editorial page writing board at Daily Times, contributing to thought-provoking editorial content