

RESUME

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Educational Qualification	MPhil in Cultural Studies, National College of Arts, Lahore, Pakistan MSC in Mass Communication Studies (Film & TV Production) Punjab University. Lahore, Pakistan BA in Journalism, Computer Science and Arabic, Punjab University. Lahore, Pakistan A Level, Saudi Arabia O Level, Saudi Arabia
Experience	-Teaching Experience: Assistant Professor - Media Art and Design Department. Lahore School of Economics-2007-2025. Subjects:Web Design Online Journalism, New Media Practices, Documentary Production, Video Production, Visual Communication, Print, Radio and TV, Cultural Studies, Management Information Systems. - Assistant Producer -Samaa Channel Lahore-2013 - Secretary to the Ambassador 2005-2006- Morocco Embassy Islamabad - Visa Officer 2004-2005-Saudi Arabia Embassy- Islamabad - Field Officer 2003-2004-United Nations Development Programme-Islamabad, Pakistan
Honor and Awards	First position in MSc, Punjab University. First position in A and O levels.
Research Publications	- International Journal for Cultural Studies, IJCS Issue 9.1. https://iafor.org/archives/journals/iafor-journal-of-cultural-studies/10.22492.ijcs.9.1.pdf - The impact of employees' project commitment and its effect on the IT industry of Pakistan. Published in Science direct.com, (Online Journal) - Imagination and image On the Dancing Girl of Mohenjo Daro (April 17, 2022) https://www.thenews.com.pk/tns/detail/950529-imagination-and-image

	- A baker's legacy S Mohkam-ud-Din & Sons, a 143-year-old bakery in the historical Anarkali Bazaar, is famously operational to this day (May 15, 2022) https://www.thenews.com.pk/tns/detail/957739-a-bakers-legacy -A model to cherish In Lahore's Model Town, numerous bungalows constructed during the British Raj are gracefully standing in contemporary settings, retaining their distinctive style (August 7, 2022) https://www.thenews.com.pk/tns/detail/980248-a-model-to-cherish?_ga=2.176716005.1153911541.1659852757-2115265608.1659852752 - Wrapped in tradition and nostalgia Purani Anarkali boasts a glorious past. While its older residents are keen on passing their long-cherished traditions of sociability and bonhomie to the younger generation, the latter may not find it too appealing (December 25, 2022) https://e.thenews.com.pk/lahore/25-12-2022/tns-page21 -Forts of Potohar Book Forts of Potohar first-ever book on the topic. The book covers the cultural, heritage, and historical perspectives of the forts in the region. https://www.facebook.com/profile.php?id=61577181456753 - Wakhi Culture Through the Lens of its Music Short Documentary and research paper on the impact of music perception on the Wakhi culture of Upper Gojal (Hunza).
In-progress Research Projects	- Reframing Pakistani Heritage in a Participatory Culture Through Social Media (on going)
Conferences	- Research Presentation on "Forts of Potohar": delving into the Fort's historical and cultural significance, discussing the role of these forts in shaping the region's identity and analysing their representation in art and media" at the 1st Annual Conference of Department of Media Studies, Art and Design of Lahore School of Economics. Narratives of Places: Multi-Disciplinary Perspectives and Presentations. - Research Presentation on "The Culture of Qalandar Pakhivas (Indigenous Gypsy Clan) Community of Lahore: A Question of Marginalisation" at The Asian Conference on Media, Communication & Film (MediAsia2022) Kyoto, Japan - Lahore Delhi Documentary Making Workshop. (online)
Creative Accomplishments	-Produced and Directed a Short Documentaries: https://www.youtube.com/@Naeemaarched/videos 1-Her Virtual Haven. Discovering Empowerment in Digital Sisterhood.

	2- Taxila Craftsmen the Untold Story. 3- Vote & Media 4- A forgotten Past, Riyasat of Bahawalpur, 5- Preserving Wakhi Culture through their music at Bulbulik (in progress)) - Produced and Directed three short films (Tery Ishaq ny nachay), (Karaunda), (Ghalat Fhami) - Participated in Oral History Project, The CitizenArchive of Pakistan - Exhibition on Adaptive Reuse of Heritage Building, The case of Bradley Hall, National College of Arts, Lahore - Archival Research: Pattern and Purposes of Print Publication Consumption During the British Raj at National College of Arts - Echoes of A Lost Culture, Presentation - Member of a panel discussion with Iftikhar Dadi Lahore Biennale 01, NCA - Participated in Workshop Lahore-Delhi Films Documentary, ICAN5 - Director and Producer of the YouTube Channel Show “Women’s Lounge” https://youtube.com/playlist?list=PLKz_Qvt9N6Yc8Ux5OUO6CLZYydxF7E3r&si=uMLANFuFMdUxaypk
	Founder Member of Friends of Snow Leopard (NGO) Founder Member of Motherhood Appeal (NGO) Volunteer, Aurat Foundation, Pakistan Volunteer, Swera (NGO), Islamabad Volunteer, Pakistan Tradition Protection Community