




ZEENISH IMROZ

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PROFESSIONAL OVERVIEW

- Accomplished Senior Program Leader in Communication with 5+ years of media expertise, including feature writing, editing, photography, transcription, and radio segments.
- Proficient in effectively conveying messages with high emotional intelligence, gained through extensive experience in the media field.
- Skilled in analyzing and adapting to emerging social media trends, utilizing data-driven insights to optimize communication strategies and engage diverse audiences.
- Adept in feature news writing, web content creation, and TV news editing, demonstrating a versatile skill set.
- Experienced in public relations and TV news editing, ensuring coherent brand messaging and content excellence.
- Proven track record of successfully managing comprehensive social media strategies, aligning with organizational goals, and enhancing outreach and impact.
- Strong collaborator with cross-functional teams, implementing communication plans that effectively convey organizational mission and values across various channels.

AREAS OF EXPERTISE

Content Editing | Feature Writing | Social Media Management | Emotional Intelligence | Communication Strategy | Data Analysis | Web Content Creation | Public Relations | Photography | Fact-Checking | Interviewing | Public Speaking | Content Research | Brand Messaging | Visual Storytelling | Journalism Standards | Team Leadership

PROFESSIONAL EXPERIENCE

Senior Program Leader- Communication | Piramal Foundation

June 2023 –Jan 2024

- Edit and curate content for various social media platforms, encompassing video editing, content creation, and photo editing to maintain a consistent and engaging online presence.
- Lead the management of comprehensive social media strategies, ensuring alignment with organizational goals and objectives, and adapting them as needed to enhance outreach and impact.
- Collaborate with cross-functional teams to develop and implement communication plans that effectively convey the organization's message and mission.
- Oversee the coordination of communication efforts across multiple channels, ensuring a unified and coherent brand image.
- Monitor and measure the effectiveness of social media campaigns, using analytics to evaluate performance and recommend optimizations.

Sub-Editor/ Special Correspondent | Kashmir Observer

Mar 2016 – Sep 2021

- Edited and proofread content for both the online blog and printed version of a newspaper agency, ensuring accuracy and clarity of language.
- Corresponded with and engaged with victims of Human Rights cases, establishing a sense of trust and empathy while highlighting their stories in a sensitive and responsible manner.
- Focused on addressing social issues effectively through well-researched and impactful writing, also wrote articles on health issues with the goal of creating awareness and providing valuable information to the readers
- Employed creative writing techniques to captivate and engage readers, making the content more engaging and thought-provoking.
- Conducted rigorous fact-checking to ensure the accuracy and reliability of information presented in articles, upholding the highest journalistic standards.
- Enhanced the visual appeal and relevance of stories by selecting and incorporating appropriate images and visuals, making the content more attractive and relatable to the target audience.

EDUCATION

- Master's Film and Television (Thesis) from [Bahcesehir University, Istanbul, Turkey](#) (2023)
- Bachelor's in Mass Communication and Multimedia from [University of Kashmir, Srinagar, India](#) (2020)

CERTIFICATIONS

- FTII Still Photography
- Silver Award from IAYP Award for Young People
- Wildlife Photography Course
- IELTS- 8/9 Band Score