




# HUMAIRA SALIM

## CONTACT

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## EDUCATION

### **University of Calcutta - South Calcutta Girls' College (2017- 2021)**

Bachelors Degree (BA) in Journalism and  
Mass Communication with Honours.

### **Visva-Bharati, Central University (2021-2023)**

Masters Degree in Communication and  
Journalism.

## PERSONAL SKILLS

- Communication
- Writing
- Problem solving
- Team work
- Attention to detail
- Organization and time management.

## ACTIVITIES AND INTERESTS

- Passionate about Film Making
- Writing
- An avid reader
- Loves Literature
- Always growing

## PROFILE

Versatile and accomplished Master's graduate in  
Communication and Journalism with a specialization in research  
work and a profound passion for journalism. A dedicated  
content writer and communicator equipped with the skills and  
expertise to produce compelling, well-researched, and  
impactful content. Proficient in digital branding and marketing,  
well-versed in SEO principles, and skilled in analytical thinking  
to tackle challenges effectively. Thrives in collaborative settings  
that emphasize peer review, fostering a culture of innovative  
ideation and transforming concepts into fully realized projects.

## WORK EXPERIENCE

*Worked as an intern for two months at 91.9 Friends FM*

- Learned from Radio Induction Workshop covering Sales & Marketing  
induction, Programming, Technical & Music direction.
- Completed the market research & SWOT analysis on the brand Friends  
FM.
- Active participation and involvement in making power point  
presentations and execution of ground events for the brand image of  
the organization.

## SKILLS

- Outstanding writing acumen
- Extensive background in composing academic projects, articles, and  
journalistic reports
- Adept at conducting comprehensive research
- Proficient in conducting interviews and adept at collecting and  
analyzing data from varied sources
- Familiarity with content management systems and various social  
media platforms
- Skilled in film making and content creation
- Proficiency in WordPress, SEO, tags, and social media management
- Highly skilled in Microsoft Suite (Word, Excel, Outlook, PowerPoint)
- Proficient in Google Suite (Sheets, Docs)
- Strong understanding of marketing and branding principles

## REFERENCE

Dr. Sanhita Chatterjee  
Assistant Professor, Visva-Bharati  
University