

# Ammar Malik Sheikh

Journalism | Public Relations | Corporate  
Communication | Digital Communication

## PROFILE

As a seasoned communication professional, I have built a diverse background in public relations, corporate communication, and journalism. My career trajectory has spanned various organizations, including financial institutions, digital media, and academic institutions, allowing me to develop a well-rounded skill set in the field of communication. With my extensive experience, I have excelled in diverse roles, from public relations and corporate communication to journalism and editorial management.

## EXPERIENCE

### Officer PR & Corporate Communication

Allied Bank Limited

April 2020 – present

- Monitoring & reporting news/articles related to or of interest for the bank
- Responsible for getting PR published in newspapers & digital platforms
- Evaluating and processing donation requests as part of the larger CSR initiative of the bank
- Liaison with government organizations & NGOs for processing donations
- Maintaining and developing bank's Media and CSR Policy
- Developing bank's internal quarterly news magazine – Allied News
- Provide support in copy editing and translations

### News Editor

Mashable Pakistan

January 2020 – March 2020

- Researching topics of interest, including tech, business and education
- Developing news stories, video & social media content on selected topics
- Updating website and social media
- Writing features and in-depth news stories
- Field reporting and gathering information

### Freelance

Freelance

September 2018 – January 2020

- Issue-based reporting, writing as per assignment
- Writing features
- Content writing
- Social media management
- PR and Media Engagement consultancy

## EDUCATION

### MA Media and Communication

University of Management and Technology (UMT), Lahore  
2012

### BA

University of Balochistan  
2009

### FSc

Gen. Musa College, Quetta  
2004

### Matriculation

St. Francis' Grammar School, Quetta  
2002

## CONSULTANCY

### Matt Five Marketing Management, Dubai

- Researching and writing press releases
- Getting press releases published in local newspapers & digital platforms
- Researching & writing on topics of interest, including politics, business and economy

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## CONSULTANCY

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### W7Worldwide, Saudi Arabia

- English content development
- Writing reports, press releases, social media content
- Reviewing & proofreading content
- Checking translations for errors and making necessary corrections

## PROFESSIONAL TRAINING

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### Title

Education and Data Journalism (2017)

### Trainer

Centre for Excellence in Journalism (CEJ), Institute of Business Administration (IBA), Karachi

## AWARD

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### Title

Science Journalist Award 2017

### Organization

Pakistan Science Foundation

## EXPERIENCE

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### Reporter

Express Tribune

July 2015 – September 2018

- Researching news
- Investigating news-worthy topics
- Writing on public interest topics, including education and health
- Maintaining contact with sources across various government departments.
- Reporting news on issues related to education, health & politics among other topics
- Writing in-depth features

### Resident Editor

The Educationist

December 2013 – July 2015

- Selecting content for the newspaper
- Editing news stories
- Making editorial decisions
- Writing for the opinion page
- Brainstorming new ideas
- Website and social media management

### News Editor

Institute of Communication Studies  
Punjab University

August 2014 – August 2015

- Selecting content for various periodicals
- Editing the newsletter, magazine and research papers
- Producing News for PU FM 104.6
- Training students in news writing and editing for PU FM 104.6
- Writing English and Urdu press releases

### Research Assistant

Institute of Communication Studies  
Punjab University

February 2014 – July 2014

- Data gathering
- Literature review
- Data analysis

### Sub-Editor

Daily Times

May 2013 – December 2013

- Selecting news from agencies and other sources
- Editing stories for the newspaper
- Selecting images for the News pages
- Prioritizing news for the pages