

Dr. Tahir Mahmood

Media and Promotion Expert

Media management and marketing professional with proven experience in planning and executing marketing strategy. Strong technical skill in media production and advertising. Expert in public speaking and opinion formation.

tahir_rules@hotmail.com 

0092-321-6388117 

Pakistan, Multan 

Linkedin/pk/tahir mahmood 

Tahir Mahmood@Researchgate 

-
- 20 years' experience in TV News production, Management and Promotion.
 - 10 years' experience in teaching TV, Radio Production & Advertising.
 - 8 years' experience as trainer of CVE and Critical Thinking

Technical and Management skills

Media Production

Leadership

Communication

Documentary

CVE Trainer

Education:

-
- **PhD (Communication Studies)** from Bahauddin Zakariya University, Multan. Topic of research is ***"Coverage of Indo-Pak Conflicts in Global Press: An Analysis Based on War and Peace Journalism"***.
 - **M. Phil. (Gold Medalist)** in Mass Communication from BZU in 2010.
 - **M.A. (Gold Medalist)** in Mass Communication from BZU in 2005.
 - **MBA (Project Management)** from BZU in session of 2023-25
 - **LLB** from BZU in session of 2016-19

Work Experience:

Education Sector

1. **Director**, *Institute of Social and Cultural Studies* since Aug, 2023.
2. **Director Sports**, BZU since June, 2023.
3. **Professor**, *Institute of Media and Communication Studies* since March, 2023.
4. **Resident Officer** (Security Head) BZU from Feb, 2019 to Aug, 2023.
5. **Deputy Director Students Affairs** since 2016.
6. **Deputy Director Public Relations**, BZU since 2018.

Social Sector

7. **Master Trainer** (TOT) on Countering Violence and Extremism (**CVE**) with **DAI**.
8. **Trainer** of CVE and Critical Thinking with **LPP, PJN, EHD, HWRAP, ECI** and **ODL**.
9. **Multiple trainings, consultancies and production projects.**

Media Sector

10. **Bureau chief South Punjab** in **ARY NEWS** from July 2003 to November 2015.
11. **Bureau Chief Multan** in **92 News** from June 2016 to June 2017
12. **Bureau Chief PNN News** from Dec 2019 to Dec 2020
13. **Free Lance Reporting** at **CBS (USA)** in 2017.
14. **Editor** of University Magazine "**News and Views**" since 2016.
15. **Producer and director** at **BZU TV** and **FM 104.6 BZU** from 2008 to 2019.

Co-Curricular and Extra Curriculum Activities:

- **Headed, Organized and Participated** in a huge number of Co-Curricular activities (**Drama, Debate, Music, Conference** etc) and won a number of awards.
- **2nd Position in Documentary** Competition by **European Union and ILO** in 2014.
- Played **Squash and football** for Govt. Emerson College, Multan.
- Third position in **Desert Jeep Rally Mithi (Sind), 2021** in **A-Pro category**.

Training and Workshops:

- Attended the National Cadet Corps (**NCC**) from 21st of Jan 1995 to 8th of Feb 1996.
- Attended "**Pakistan Military Academy**" as Cadet from May to June, 2000.
- Participated in "Beyond Borders, Workshop on life skills" organized by **British Council**.
- Participated in Journalistic Training courses and Internship at **South Asian Summer University, Delhi, India** Organized by **FES (Germany)**.
- Participated in "Workshop on AIDS Reporting" organized by **Indiana University USA, University of Miami, USA and BZU Multan**.

References:

Can be furnished if required.