

Rasool Bux Sarang

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Summary

I have studied communications, language and literature, and worked in higher education, healthcare, advertising and mainstream media. I write compelling press releases, articles, blogs, and social media and Wikipedia content. I also translate, transcribe, subtitle and interpret in English, Urdu and Sindhi.

Experience



Freelance traditional and digital media professional

Self-employed

Feb 2023 - Present (3 months)



Senior Manager

Aga Khan University

Jul 2018 - Jan 2023 (4 years 7 months)

- Led AKU's communications with traditional and social media
- Managed Cision, Hootsuite and Falcon platforms



Media Manager

Aga Khan University

Jan 2015 - Jul 2018 (3 years 7 months)

- Led AKU's communications with traditional and social media
- Launched AKU's Twitter, Instagram, Facebook, LinkedIn and YouTube channels



Media Specialist

Aga Khan University

Mar 2005 - Dec 2014 (9 years 10 months)

Media relations in Pakistan



Senior Proofreader

J. Walter Thompson Worldwide

1998 - Mar 2005 (7 years)

Proofreading and English/Urdu/Sindhi translation.



Assistant

Privatisation Commission

Mar 1996 - Nov 1996 (9 months)

I worked as an assistant to the chairman of the Privatisation Commission of Pakistan at the head office in Islamabad as well as at the camp office in Karachi.



Editor, Weekly Sindhu

Ibrat Group of Publications

1993 - 1994 (1 year)

Apart from editing, I also contributed as a writer for fortnightly Ibrat Magazine, monthly Hazaar Dastan, and weekly and daily Sindhu.

Education



Institute of Business and Technology (IBT)

MBA, Marketing and Advertising

2009 - 2011

MBA, Marketing and Advertising



University of Sindh

Master's degree, Economics

1996 - 1998

Master's degree and Bachelor's degree, English Language and Literature



University of Sindh

Bachelor's degree, English Language and Literature, General

1990 - 1993

Skills

Web Content Writing • Translation • Press Releases • Blogging • Wikipedia • Article Writing • Social Media Communications • Transcribing • Subtitling • Interpreting

Honors & Awards



CASE Asia Pacific Advancement Conference 2014

Apr 2014

I attended the CASE Asia Pacific Advancement Conference 2014 organised by the Council for Advancement and Support for Education from 3rd till 4th of April in Hong Kong.

I also won the CASE Twitter contest.



Public Relations Coaching Workshop 2007 Certificate - IPRA/Mediators

Jul 2007

I participated in the two-day Public Relations Coaching Workshop 2007 conducted by Mediators in cooperation with International Public Relations Association. The workshop was moderated by Richard A. Linning, an international PR trainer and consultant, and a board member of IPRA.



First Puran Award in Journalism - Puran Conference

Apr 1992

I was awarded the first Puran Award in journalism when I was working for Ibrat Group of Publications in 1992 in Hyderabad.