

# RUBA MOHSIN

## JOURNALIST & ACADEMIC RESEARCH CONSULTANT

Pakistan | ru3253ba@gmail.com | +92 332 8402900

### EXECUTIVE SUMMARY

Ruba is a results-driven journalist and academic consultant with over 5 years of experience producing research-based, high-impact stories for national television and digital platforms. She is skilled in investigative reporting, ethical sourcing, and translating complex data into compelling narratives. As a key contributor to the prime-time current affairs show *Mad-e-Muqabil*, she collaborates closely with editorial and production teams. In parallel, she serves as a trusted academic mentor to more than 38 international Master's and Bachelor's students, delivering high-quality dissertations, research papers, and business reports. A dual-impact professional, Ruba continues to shape narratives across both the media and education sectors.

### PROFESSIONAL SKILLS

Investigative Reporting  
Academic Mentorship  
Strategic Storytelling  
Cross-Functional Collaboration

### TECHNICAL SKILLS

Research & Data Analysis  
Newsroom Production  
Dissertation Writing  
Fact-Checking Tools

### PROFESSIONAL EXPERIENCE

#### Digital Content Executive – NEO News

Dec 2023 – Present

- Collaborated on exclusive investigative stories based on confidential data, academic research, and high-level political leads.
- Specializing in transforming complex policy documents, legal cases, and whistleblower reports into newsroom-ready content.
- Spearheaded digital campaigns, increasing engagement by 87% across X and Facebook.
- Produced visual content (posters, social cards) on trending socio-political issues, contributing to real-time newsroom visibility.

#### Broadcast News Analyst – TALON News

Jun 2023 – Dec 2023

- Broke exclusive stories through strategic sourcing, public record analysis, and field reporting.
- Developed in-depth features on corruption, governance, and social justice.
- Contributed to prime-time bulletins and election coverage with real-time updates and verified facts.

#### News Researcher (Live Newsroom) – GTV News

Aug 2021 – May 2023

- Provided producers with verified data, historical context, and legal background for high-stakes coverage.
- Delivered live research and fact-checking for breaking news segments.
- Conducted in-depth research using interviews, public records, and digital sources.
- Ensured timely, audience-relevant coverage of complex political and social issues.

## Editor (Wire Desk) – Associated Press of Pakistan (APP)

Oct 2020 – Mar 2021

- Edited and curated urgent National and International stories.
- Ensured accuracy, neutrality, and timely dispatch of wire content to partner newsrooms.

## ACADEMIC RESEARCH CONSULTANT (REMOTE)

### Students based in UK, India, Bangladesh & Pakistan

Feb 2020 – Present

- Currently mentoring 17+ Master's students this semester (Spring 2025) across disciplines, including media, communication, business, and emerging technologies.
- Successfully supported 23+ international Master's students, many of whom achieved distinction grades on their dissertations and business projects.
- Provided end-to-end academic assistance, including topic selection, research design, literature reviews, data analysis, and final proofreading.
- Ensured 100% originality, adhered to APA/MLA standards, and maintained strict academic integrity.
- Recognized for tailoring content to meet university-specific marking rubrics, leading to exceptional student feedback and academic performance.

## EDUCATION

### Bachelors in Media Studies (Specialization: Journalism)

Sep 2018 – May 2022

CGPA: 3.47 | Merit Scholarship Recipient

- Thesis: "The Portrayal of Pakistan in International Print Media"

## PROJECTS ACCOMPLISHED

### JOURNALISM PROJECTS

Jan 2023 - Jun 2023

- Tosha Khana Files – Investigated undervalued state gifts via whistleblower documents.
- 2024 Elections Coverage – Coordinated editorial flow between field units and control room.
- Imran Khan Vote Crisis – Authored analysis on constitutional implications of the no-confidence motion.

### ACADEMIC PROJECTS

Jan 2023 - Jun 2023

- Supervised dissertations on smart cities, quantum security, and ethical AI in journalism.
- Delivered business reports using predictive analytics, sustainability models, and strategic policy frameworks.
- Tailored guidance for academic publishing, data visualization, and primary survey design.

## TOOLS & TECHNOLOGIES

**Productivity:** Control room Automation Systems (Dalet / Viz Mosar), Expert in Urdu Typing

**Backup & Monitoring:** Stream monitoring dashboards, Bitrate/latency monitoring tools

**Live Production & Communication:** Clear-Com / RTS Intercom Systems, Multiviewers

**Research & Writing:** Google Scholar, Turnitin, Grammarly, Microsoft Word

**Content Creation:** Slack, Adobe Photoshop/ Illustrator, Canva, & Premiere Pro