

DR. MINAL PAREEK

PROFESSIONAL SUMMARY

To secure a career position as member of a Creative Team and apply my problem solving orientation to mutual advantage.



EXPERIENCE

Digital Media, Techno India Group

Dean: School of Media, Communication, Fine arts and Design and Performing Arts

Digital Editor: Aajkaal.in(News portal under Aajkal publishing pvt ltd.

05/2018 - Current

1. Leading the School of Media, Communication, Fine Arts, Design and Performing Arts-Sister Nivedita University
2. Lead of the digital wing of the group, reforming brand image and digital presence of the group on every platform
3. Live streaming, content creation, designing, brand marketing strategy, media planning and buying
4. Have singlehandedly built the film/tv/radio/post production studio and the labs with my expertise
5. Developing admission strategy for the group- Strategic Planning, Financial Management and Administrative Operations
6. Risk Management, Compliance and Regulations, Information Technology, Student Services, Community Engagement, Crisis Management, Facilities and Campus Development
7. Digital Editor to the Aajkaal digital team
8. Conceptualized and launched the Digital Educational TV, Radio, Mobile App of the University and the group
9. Presently spearheading 9 consultancy work for the University under UGC guidelines
10. Have been identified as a leader to build departments from scratch, including the marketing and promotional strategies
11. Tie-ups on international/national projects, research, academics and other aspects
12. One of the prime members of the Governing Body of the University
13. Representing the University for PR/Promotion/Media Relations at National and International platforms

Fellow, 09/2019 - 10/2019

US STATE AFFAIRS

14. Was appointed as one of the International leader for the International Leadership Programme by the US Consulate, was on an IVLP Programme to US on 'Media Literacy through Education'
15. IVLP is one of the most prestigious fellowship leadership program Internationally sponsored by state Dept
16. Was a part of 21 day program across 4 states in US
17. Visited media houses, universities, academic organizations, NGO's working actively on media literacy
18. Was an opportunity to connect with academicians working in the field of Media, Mass Communication and Journalism

CONTACT

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CORE QUALIFICATIONS

- Strong Industry links within Media, communication and academics
 - Over 19 years' experience in acting, directing and programming plays at national and international platform
 - Active participation in social media platform: blogs, Facebook, twitter, online writing as social media influencer
 - Outreach to customers over the social platforms such as Facebook, YouTube, Twitter, Google+ etc
 - And managing conversations in Social Media & Community.
 - Expertise in Incite Editing Software, Octopus News Room, Viz Content Pilot and perfect in all news functions
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LANGUAGES

Multilingual, with proficiency in Reading and writing in English, Hindi and Bengali

Languages that are understandable- Rajasthani, Oriya and Gujarati

19. Have tie-up with many of them after the program in form faculty exchange, student exchange, study abroad program and other academic collations.

Head of the Department/Assistant Professor, 09/2015 - 05/2018

Amity University - Kolkata

20. Having full authority over the administrative functions of the department
21. Engage in strategic planning and program development
22. Designing the academic calendar of the department
23. Draft Request for Proposals, evaluations reports, schedules, invitations, press releases, media advisories, and other relevant reports and official documents
24. Up gradation of the faculty development-organizing seminars and workshops for faculty development
25. Taking sessions on media production, broadcast Journalism, media studies, Documentary and film making
26. Organizing programmes in collaboration with media and entertainment industry

Associate Producer, 12/2007 - 01/2014

Aajtak - New Delhi

27. Handling special programmes on politics and special feature stories as a producer
28. Managing all PR and communication process for producing programmes
29. Handling packaging of news to be aired in total
30. Working experience in PCR, News Room, making rundown
31. Writing and editing Scripts for various package
32. Enhance the contents of a programme and packages by research and rare footages and having full authority over the programme asked to deal
33. Total packaging of special programmes
34. Deciding on the look and content of the stories

Lecturer, 09/2005 - 12/2007

Amity University

35. Teaching masters, post graduate and bachelor students mass communication subjects
36. Taking practical and theory lectures on video production (pre-production, production, post-production)
37. In charge of the PR of the University
38. Organizing seminars for students on media and convergence
39. Dealing with TV Broadcasting and film making subjects (Theory and Practical)
40. Focusing on practical knowledge and placements of students

Assistant Producer, 11/2002 - 09/2005

Aajtak - New Delhi

41. Handling packaging of news to be aired in total
42. Managing newsroom activities of special programmes which requires proper co-ordination with guests and events
43. Working experience in PCR, News Room, making rundown
44. Writing and editing Scripts for various packages
45. Handling special programmes like Hatyara Kaun
46. Enhance the contents of a programme and packages by research and rare footages and having full authority over the programme asked to deal
47. Specialization in feature and cultural stories

Actress/Director, 11/1985 - Current

Rangakarmee - Kolkata

48. Part of the theatre group Rangakarmee in kolkata under the direction of Smt Usha Ganguli
 49. Acted in Kalpana Lazmi and Bhupen Hazarika's Documentary "Lohit Kinare"
 50. Acted in more than 15 plays in India and abroad
 51. Mahabhoj, Lokkatha, Rudaali, Beti Aayee, Himmat Mai are to name a few
 52. Directed plays in Hindi for Street Drama
 53. Worked with the repertoire of Theatre Group Rangakarmee in Kolkata.
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EDUCATION

PhD, Mass Communication and Journalism, 2020
Calorx Teachers' University

IVLP, International Visitors' Leadership Program, 2019

US CONSULATE

B. ED, 2014

Lucknow University

Masters Fellowship, Theatre Arts, 2009

Ford Foundation

Ford Fellowship (Theatre Arts)

Master's, Mass Communication, 2003

Symbiosis Institute of Mass Communication - Pune

Awarded Achiever of the, The Hindustan Times

ACCOMPLISHMENTS

54. Best mentor for Digital Media Award by Edutainment 2024
55. Awarded influential women award 2024 by She magazine
56. Awarded by Centre for Professional advancement for valuable contribution to academics, 2022
57. International Women's; Day award by Inspire Edge, 2022
58. Women Leadership Award by Daily Hunt, 2021
59. 4th Screen award for most inspiring women, 2022
60. Awarded Young Achiever of the year by The Hindustan Times in 2003
61. Presented national and international papers and attended seminar and conferences at IIMC, Bhubaneshwar, XIC Mumbai, Amity University-Lucknow and Jaipur, Symbiosis Pune, Sharda University, University of California to name a few.
62. Written papers, chapter for various books and publishing house
63. Awarded consequently for part three years by International Kolkata book fair for my contribution to the fair.
64. Signed MOU on behalf of Sister Nivedita University with UCLA, Napier University, Indo-Italian Chamber of Commerce and more in process.

REFERENCES:

1. 1.Prof Anil D. Sahasrabudhe- Chairman-NAAC,NBA
(chairman-netf@gov.in)
2. 2.Rajiv Kumar- Secretary, AICTE-(ms@aicte.india.org)
3. Supriyo Prasad (Editor-in-Chief, Aajtak)989944456
4. 4.Prof. Dr. Dhrubajyoti Chattopadhyay (Vice-Chancellor,
Sister Nivedita University) 9831083791
5. 5.Tridip Chatterjee (President, Book sellers Guild)
9830086653
6. 6.MK Raina (Theatre and Film Stalwart)9810083929