
MYMUN MALIK

MSc - International Conflict and Cooperation, University of Stirling, Scotland, UK

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ABOUT ME

A motivated professional with 2 years of experience in digital journalism, 5 years of experience in sales and marketing, and 5 years of experience in events management. A strategic and agile thinker known for driving change by tackling ambiguous problems and effectively communicating solutions.

Journalistic Skills

Field Journalism
Digital Journalism
Research and Analysis
Speech Writing
SEO content

Leadership Skills

Leadership during change
Strong interpersonal skills
Engaging presenter
Excellent public speaker
MS Office

Other Skills

Blog post writer
Content management
Creative design planner
photoshoot planner
Events campaigns

EXPERIENCE

Digital Journalist, Business Upturn, Mumbai - India

January 2021 - August 2023

Worked as a War correspondent / World affairs

Delivered 100+ reports as a war correspondent, covering global events and issues, delivering accurate reports, and providing comprehensive coverage.

Leveraged SEO optimization skills to significantly improve website visibility and organic search rankings, resulting in a noticeable increase in website traffic and engagement.

Marketing Manager, Hyderabad Paws Magazine, Hyderabad - India

January 2014 - December 2020

Led advertising revenue stream for the magazine business; successfully closed deals worth 20,000 GBP in annualized revenue within the first 6 months on job.

Successfully led and managed a team of 7 marketing executives, running innovative marketing campaigns that drove a 25% increase in subscription rates within 4 months for over a period of 2 years.

Created a marketing and communications calendar to ensure consistent brand engagement with clients.

Events Coordinator, Times of India, Hyderabad & Mumbai - India

January 2011 - December 2013

Secured sponsorships through effective canvassing, directly increasing revenue support.

Custom-designed event flows within client budgets, delivering seamless and engaging experiences.

Designed compelling promotional videos, and tickets, and executed strategic marketing campaigns for heightened brand visibility.

Radio Jockey - Radio Spice 105.4 FM, V3Media Solutions, Dubai - UAE

June 2008 - June 2009

Created prime-time programs that captivated listeners, leading to a significant increase in audience retention.

Delivered timely news updates across local, regional, and business segments, keeping listeners informed and engaged.

Planned and executed successful promotional events, including engagements as an anchor during the 2009 friendly SAARC cricket match held at Zayed Cricket Stadium, Abu Dhabi, UAE; generating widespread audience excitement and satisfaction. Designed press release kits to generate media interest, resulting in increased brand visibility.

REFERENCES

Available on request

EDUCATION

(MSc) (2023)
(University of
Stirling, Scotland,
UK)

MSc in International
Conflict and Cooperation

(B.A) (2008)
(Osmania
University,
Hyderabad, India)

B.A in Mass
Communication and
Journalism

CERTIFICATES

Creative Writing
Module 1 & 2 (for
adults) 2021

Awarding Body -
British Council,
Delhi, India

HOBBIES

Creative Writing
Doodling
Cooking world
cuisine

Gardening
Travelling
Street Photography
