NAMIRA HARIS

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WORK EXPERIENCE

NORTHEASTERN UNIVERSITY
September 2024- Present

Assistant Editor, Storybench, A publication from Northeastern University's School of Journalism.

- Curate and edit multimedia content, collaborating with writers to refine stories and maintain high standards.
- Oversee visual elements and layout, ensuring alignment with editorial guidelines and enhancing reader engagement.

Teaching Assistant, Undergraduate, College of Arts, Media and Design, Northeastern University.
September 2024- Present

- Facilitate discussions and assist students in grasping course concepts through individualized support.
- Collaborate with the professor on lesson plans and provide detailed feedback to foster critical thinking.

Graduate Assistant, School of Journalism, Northeastern University.
September 2024- December 2024

- Promote graduate programs by creating engaging social media content for platforms like TikTok and LinkedIn.
- Develop strategy-aligned posts and track engagement to drive prospective student interest and program visibility.

IMPERIAL OVERSEAS EDUCATIONAL CONSULTANTS
July 2022- July 2024,Mumbai,India

Counselor, Social Media Marketing Executive

- Guided 600+ students in their overseas education journeys, providing tailored support for application success.
- Authored 50+ website blogs and managed 15+ lead generation campaigns, enhancing brand visibility and engagement.

EDUCATION

1. MASTER OF SCIENCE IN MEDIA INNOVATION AND DATA COMMUNICATION
2024-2026

College of Arts, Media and Design, Northeastern University.

Relevant Courses- Fundamentals of Digital Journalism, Telling your Story with Data, Video News Producing and Reporting, AI in Media Industries, Media Innovations, Visualization Technologies.

2. POST GRADUATE DIPLOMA CERTIFICATION PROGRAM IN DIGITAL MARKETING
2023-2024

Symbiosis Centre for Distance Learning, Pune, Maharashtra, GRADE- A+ WITH DISTINCTION

Relevant Courses- Digital Marketing, Social Media Marketing, Search Engine Optimization, Analytics and Data Interpretation.

3. BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION
2019-2022

Calicut University, Kerala, SCORE- 7.025 CGPA

Relevant Courses- Fundamentals of Journalism, History of Journalism, Advertising, Video News Producing and Reporting.

MAJOR PROJECTS

First Names, Lasting Impressions, Northeastern University
September 2024- Present

- *Created an interactive web experience exploring name-based bias using HTML, CSS, and JavaScript. Designed and developed a gamified quiz to prompt reflection and reveal implicit assumptions through real-time feedback.*

Real time MBTA Tracker, Northeastern University

- *Built a real-time MBTA Subway Tracker using JavaScript and the MBTA API. Visualized live train locations on a dynamic map to improve user awareness and transit navigation.*

Audio Storytelling, Jamaica Plain Main Street, Northeastern University

- *Produced an audio story of Jamaica Plain Main streets with local interviews, capturing community impact through immersive editing.*

Boston Housing Authority, Digital Equity Project, Northeastern University

- *Designed and coded a responsive website for the Boston Housing Authority's Digital Equity Program using HTML and CSS. Delivered accessible digital literacy resources with a focus on usability and community impact.*

CO-CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

- Co-president of Journalism Graduate Caucus.
- Member of the Student Advisory Board for Journalism Department.

Research Work

- Conducted a comparative case study on AI-driven storytelling in games by Ubisoft, Naughty Dog, and Rockstar. Analyzed how studios use AI for player engagement, dynamic narratives, and ethical communication strategies.
2025
- Research Work in Mass Media: Conducted a study on the positive role of Facebook during the Kerala Floods, analyzing the impact of the Chief Minister's 2019 Facebook posts.
2019-2022
- Social Media Impact Research: Explored the significance of social media in crisis communication and public engagement.

SKILLS

- Application Software & Tools: Microsoft Office Suite, Adobe Suite (Premiere Pro, Photoshop, Audition), Canva, Slate, Slack, Trello, Breeze, Tableau, R Studio
- Digital Marketing Platforms: Google Ads, Facebook Ads, LinkedIn Ads, Twitter Ads, Google Analytics, Apple Search Ads
- Programming Languages: JavaScript (and libraries), SQL, Python
- Editing & Production: Advanced audio and video editing (Adobe Premiere Pro, Audition), experience with Sony Kit Camera and production equipment