

RISHAM WASEEM

[Website](#)

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Location: London, UK

Professional Summary:

I am a digital storyteller, media trainer, project manager and communication and advocacy strategist currently based in London, UK. I have over 9 years of experience working in the development sector, specifically specialising in innovative communication and advocacy campaigns designed to engage local communities and facilitate civic action. My experience ranges from working at the grass root level in Pakistan to partnering up with international organisations such as the US embassy, UNESCO, National Endowment for Democracy and UNHRC. I am interested in understanding the global trends of the information industry, how it will impact the existing models of media and journalism and what new spaces can be created for community engagement.

Skills:

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| 1. Adobe Premier | 4. Report Writing | 7. Monitoring & Evaluation | 10. Digital storytelling |
| 2. Mobile Filmmaking | 5. Script Writing | 8. Social Media Management | 11. Direction |
| 3. Module development | 6. Media Literacy | 9. Communication Strategy | 12. Content creation |

EMPLOYMENT HISTORY

PROGRAM COORDINATOR AT PAINT THE CHANGE, LONDON, UK

Website : www.paintthechange.me

Paint the Change is a registered charity based in London, UK, dedicated to promoting social change through workshops that engage young people and communities using public art and storytelling. We have produced over 100 murals in 15 countries, reaching millions through our unique blend of youth engagement, public art, music videos, and awareness campaigns.

At Paint the Change I am primarily responsible for designing and implementing grants, coordinating with all stakeholders, overseeing the project reporting and leading the communications for our various projects

MARKETING DIRECTOR FOR CROYDON COMMUNITY ENERGY, LONDON, UK

Website : www.croydoncommunityenergy.co.uk

Croydon Community Energy is a non-political organization dedicated to implementing renewable energy and low-carbon technologies locally. Their goals include reducing greenhouse gas emissions, lowering energy bills, and making clean energy accessible to all. They focus on community involvement and ownership of renewable assets, support the transition to a low-carbon economy, and provide energy efficiency advice and climate action education.

As the marketing director of CCE I am responsible for creating awareness about the various initiatives taken up by this organization within the local residents of Croydon through both traditional and digital media outreach, designing and implementing a marketing strategy for community share offers on solar panels and encouraging more residents to become members of CCE.

PROGRAMS DIRECTOR, INTERACTIVE RESOURCE CENTER, LAHORE.

Website : www.irc-org.com/

Interactive Resource Centre is a non-profit info media organization specializing in creating self-empowerment opportunities for youth, women and minorities through art based interactive communication tools like theatre, film, radio and citizen journalism.

Within IRC, I have designed and managed projects around capacity building, community mobilization, research and advocacy and communications. I have worked with the local government while also collaborating with international organizations.

Below are brief descriptions of projects implemented by me.

Creation of a Critical Mass By Engaging Youth Opinion Leaders in Digital Literacy and Cross Cultural Understanding

I designed and managed this particular grant with an overall budget of 73,000 GBP in collaboration with the US Embassy, Islamabad. We built the capacity of 50 Youth Opinion in digital literacy and various technical online tools with a goal of promoting gender equality, interfaith harmony and digital security.

Human Rights Advocacy Using Video and Interactive Theatre

This was a two-year project in collaboration with National Endowment for Democracy and budgeted at 300,000 GBP. Under this particular project we engaged over 500 youth opinion leaders, journalists and community activists in forum/interactive theatre, citizen journalism and visual arts as an advocacy tool for civic action.

Documenting and Promoting Local Narratives of Tolerance and Inclusion in Central and South Punjab

This two-year, £140,000 grant from the US Embassy, in partnership with the Smithsonian Institute and Company E, supported civic education and peacebuilding workshops in Lahore and Multan. As project lead, I oversaw workshops with 150 participants on advanced filmmaking and ethnographic understanding. The participants created 18 documentary films highlighting tolerance and peacebuilding .

Strengthening women and minority voices in community journalism and digital media through capacity building, networking and advocacy

Within this project funded by the International Programme for the Development of Communication (IPDC) - A body of the UN, I created video modules designed to equip female and religious minority journalists with the skills to safely and impactfully cover stories related to themes of gender and discrimination. These modules are an open source for journalism students and community journalists. We also trained 20 women and religious minority journalists and built their capacity in digital media and appreciative inquiry.

Digital module available here :

<https://irc-org.com/empowering-diverse-digital-journalists/>

DIRECTOR, MAATI TV, LAHORE.

Maati TV is a web based interactive video site aimed at creating an alternative narrative of Pakistan that promotes tolerance, cultural heritage and human rights within the Youth.

As the director of Maati TV, I have created over 300 digital products and trained over 3000 youth, women and minorities in citizen journalism and digital storytelling techniques. I led campaigns on climate justice, gender quality, voter education, minority rights through Maati TV. In addition to this I was responsible for acquiring local and international grants for the sustainability of the platform.

- Web link: www.maatitv.com
- Instagram : www.instagram.com/maatitvpk/?hl=en
- YouTube: <https://www.youtube.com/channel/UC4VwQ0F1cWfLu002kS9YFew>
- Facebook : facebook.com/maatitvofficial

Content samples: -

[Who you should NOT vote for](#)
[Why are men angry | Aurat March Lahore](#)
[Why we should not hate Malala](#)
[Maati Explains : State and Citizen](#)
[Pakistan's Climate crises :](#)

Host and director of weekly podcast “Out of the Box” :

Maati TV's video podcast show has been running since April 2021 and is focused on discussing issues that are relevant and interesting to the Pakistani youth but are often pushed to the margins or never discussed in the mainstream media. I created the podcast to help Maati and IRC create strategic partnerships with potential donors and collaborators which it was successfully able to accomplish.

Watch episodes here: www.youtube.com/playlist?list=PL4UN4yzL1-jbfFJhvJAVqbDLma_TKQLO

Communication for Special Rapporteur for Freedom of Assembly and Association, UNHRC

I was responsible for designing a communication strategy for the 10th Anniversary of the Mandate including various digital media tools aimed towards informing youth about the mandate of the FOAA.

Sample of work : <https://www.youtube.com/watch?v=7GDq9F0GoQU>

Co founder, Documentary Association of Pakistan

DAP is an association of filmmaker across Pakistan aiming to promote the culture of documentary filmmaking in Pakistan through mentorship, capacity building and audience opportunities for filmmakers across the country.

Website : www.documentaryassociationpakistan.com/

Instagram : @docassociationpakistan

Founder of Paktodon.asia (Pakistan's first mastodon instance)

As a media development professional, I am deeply interested in exploring the evolution of information spaces. This interest led me to develop and run Paktodon.asia, a community led social media platform geared towards creating a safe space for activists, academics, students and other professionals to network and build community, away from algorithms and adds found within mainstream social media platforms. It uses Mastodon, a free and open-source software for running self-hosted social networking services.

TRAININGS AND FELLOWSHIP EXPERIENCE

- Chevening South Asian Journalism Fellowship with University of Westminster (2023)

The Chevening South Asia Journalism Fellowship (SAJP) is aimed at mid-career journalists from South Asian countries including Afghanistan, Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka, and the Maldives. The fellowship is hosted by the University of Westminster, London. During my time in this fellowship, I wrote an essay on how social media platforms might be negatively impacting online journalism in South Asia.

- 5th Annual Asia Young Leaders for Democracy Conference (2018) in Taiwan.

The Asia Young Leaders for Democracy program (AYLD), aimed at strengthening democracy in Asia through young people's collaborations. Each year, young practitioners advocating for democracy or human rights across Asia are selected to participate in the AYLD, empowering them through lectures, discussions, and site visits hosted by Taiwan Foundation for Democracy. The AYLD builds up a network of young people in Asia to encourage cooperation around consolidating democracy and human rights.

- Hurford Youth Fellowship, Washington, D.C (spring 2018)

The Hurford Youth Fellowship Program seeks to build the leadership skills and harness the potential of young democracy activists from around the world. Through the Program, young activists spend Four months at the World Movement's Secretariat, during which they expand their global connections, share experiences with other activists from democracy movements. During my fellowship, I examined global media trends that promote populist and nationalistic narratives that discredit democracy and developed short digital stories to counter the misconceptions associated with democracy.

- Professional Fellow at United States Department of State, Washington D.C.

The Professional Fellows for Governance and Society, South and Central Asia program brought young professionals from India, Pakistan, Sri Lanka, and Nepal to the U.S. to exchange ideas, strategies, and best practices in legislative process and policy making. The is sponsored by the U.S. Department of State with funding provided by the U.S. Government and administered by World Learning.

EDUCATION & QUALIFICATIONS

BA. FILM AND TELEVISION

NATIONAL COLLEGE OF ARTS, LAHORE.