

Resume of **Md. Muslim Uddin Ahmed Pipul**



Senior Journalist, Content Creator & Researcher
90-91 New Eskaton Road,
SEL Afroja Motalib Swapnodhara,
Flat# C-303, Dhaka-1217
Phone: +8801712061415
Email: mpipul@yahoo.com
LinkedIn: <https://www.linkedin.com/in/ahmed-pipul/>
Website: ahmedpipul.com

Summary

Experienced journalist and communication specialist with over 20 years' expertise in news reporting and developing impactful multimedia products, content creation, including video documentaries, TV spots, talk shows, and commercials. Recognized for playing a pivotal role in concept and storyboard development, effectively translating complex health concepts into engaging content for diverse audiences.

Work Experiences in Journalism

CEO, Editor, and Managing Director- Media Today Limited (FM Radio)

2023–2024

Led the strategic development and management of an FM radio station, overseeing daily operations, editorial policies, and creative direction. Spearheaded efforts to create engaging programs tailored to diverse audiences, ensuring adherence to high-quality journalism standards. Enhanced community engagement and brand visibility through innovative content strategies.

Special Correspondent- NTV

2006–2022

Covered the Honorable President and Prime Minister's activities, producing high-profile reports with national significance. Demonstrated exceptional storytelling ability in covering breaking news, political events, and developmental projects. Played a key role in mentoring junior reporters and ensuring ethical reporting practices.

Staff Reporter- The Daily Manabzamin

2003–2004

Reported on a variety of issues, including politics, crime, and human interest stories. Gained recognition for in-depth investigative reporting and thorough fact-checking.

Staff Feature Reporter- Various Daily, Weekly, and Monthly Magazines in Bangladesh

2001–2003

Contributed insightful feature stories and columns on cultural, social, and political topics. Established a reputation for delivering thoughtful and well-researched content.

Educational Qualifications

MSS in Mass Communication and Journalism

University of Dhaka, Bangladesh

2005

BSS (Hons) in Mass Communication and Journalism

University of Dhaka, Bangladesh

2004

Teaching Experience

Adjunct Faculty- Green University of Bangladesh, Faculty of Arts & Social Sciences

2022–Present

Teach courses on journalism, communication, and media studies. Mentor students in research projects and guide them on industry-relevant skills, bridging academia and professional practice.

Publications

1. Understanding the pattern of Cell Phone Use: A Study on Dhaka University Students. [Social Science Review, the Dhaka University Studies, part D, Vol.32, No.2, December 2015]
2. SNS Citizenship Behavior Based on D&M Information System Success Model and Social Capital Theory: Mediating Role of Subjective Well-Being [2024]

Content Creation and Agency Experiences

A. Creating Research Content on Social Media Platforms (Since 2023)

- Developed and published research-based content on various social media platforms, catering to diverse audience preferences.
- Focused on engaging formats such as infographics, videos, and articles to communicate complex ideas in a relatable manner.
- Utilized analytics tools to measure audience engagement and refine content strategies for maximum impact.

Creative Head and Managing Director, Barnamala Communication Limited

In this leadership role, I oversaw multiple high-impact projects, blending creative direction with effective management to deliver measurable results. Key projects include:

1. Key Completed Projects:

- a) **Production of 400 Audio-Visual Documentaries (2023-2024):** Chronicled stories of heroic freedom fighters for the Bangladesh Film Archive.
- b) **SBCC Materials for Bureau of Health Education (2023):** Created content to raise awareness on natural disasters like lightning, floods, and landslides.

- c) **Television Campaigns for Directorate General of Family Planning (2023):** Produced TV spots addressing family planning, early marriage prevention, and facility-based delivery.
- d) **Social Marketing under SEIP Project (2022-2023):** Coordinated campaigns to enhance skills development for the Ministry of Finance.
- e) **Eco-tourism Promotion Documentary (2021):** Prepared a video for Madhabkundo Ecopark, showcasing its potential to attract visitors.
- f) **Bangladesh Oceanographic Research Institute Documentary (2020):** Highlighted scientific research and achievements in oceanography.

2. Ongoing Projects:

- a) **City Branding and Media Campaigns (2023-2025):** Promoting Maitri Shilpa products in collaboration with the Ministry of Social Welfare.
- b) **Production of TVC for Election Commission (2023-2025):** Leading efforts to create impactful television content for public engagement.
- c) **Event Management for National Occupational Safety & Health Day (2024):** Strategized and executed the event to promote workplace safety.
- d) **Publicity Campaign for Directorate of Technical Education (2023-2025):** Planned workshops and seminars to enhance technical education nationwide.
- e) **Awareness Campaigns for Ministry of Expatriates' Welfare (2023):** Managed media buying services for effective public outreach.

3. Event and Activation Leadership:

- a) Managed landmark events such as **World Autism Awareness Day (2021)** and **National Occupational Safety Day (2024)**, aligning creative strategies with client objectives.
- b) Spearheaded G2P publicity initiatives and training content for the Department of Social Services, emphasizing digital inclusivity.

International Conferences (Pioneering Digital Marketing Excellence)

a) **Digital Marketing, Nobel Desktop 2024 (NYC, USA)**

Attended and completed the Nobel Desktop Social Media Marketing Digital Marketing Certificate, which covers a range of essential topics, including Digital Marketing Strategy & Web Fundamentals, Content Marketing, Email Marketing, SEO, Google Ads, Google Analytics, Instagram Marketing, Facebook Marketing, LinkedIn Marketing, YouTube Marketing, Social Media Content Marketing for Blogs & X (Twitter), TikTok Marketing, Streaming for Social Media, and Social Media Industry & Portfolio optimization.

- b) Social Media Marketing World, 2024 (San Diego, USA)**
Attended this globally recognized conference to gain insights into the latest trends and strategies in social media marketing. Participated in keynote sessions, interactive workshops, and networking opportunities with industry leaders.
- c) Adweek Commerce Week, 2024 (New York, USA)**
Explored strategies to integrate commerce with innovative marketing solutions. Engaged with renowned brands, understanding the evolving landscape of digital commerce and customer engagement.
- d) Social Media Week Europe, 2023 (UK)**
Participated in discussions on leveraging social platforms to drive business growth and enhance storytelling. Sessions focused on AI-driven tools and emerging trends in European markets.
- e) Social Media Week Europe, 2022 (UK)**
Attended this event, focusing on the role of social media in influencing consumer behavior. Sessions emphasized sustainable marketing practices and brand transparency.

Global Media Leadership in High-Impact Events

- a) Press Attaché, Asian Para Games, Hangzhou, 2022 (held in 2023, China)**
Served as the Press Attaché for the Asian Para Games, coordinating media activities and ensuring positive representation of the event in international media.
- b) World Economic Forum, 2019 (India)**
Engaged in high-level discussions on global economic challenges, technological innovations, and collaborative solutions for sustainable development.
- c) Munich Security Conference, 2019 (Germany)**
Participated in dialogues addressing international security concerns, including cybersecurity, geopolitical tensions, and peace-building efforts.
- d) The United Nations General Assembly, 2015 (USA)**
Attended sessions focused on global governance, sustainable development goals (SDGs), and international peacekeeping efforts.
- e) South Asian Association of Regional Cooperation (SAARC) Summit, 2014 (Nepal)**
Represented organizational interests, contributing to discussions on regional cooperation in trade, environment, and disaster preparedness.
- f) United Nations Conference on Trade & Development (UNCTD), 2012 (Qatar)**
Engaged in sessions addressing global trade dynamics, sustainable investments, and economic growth in developing countries.

- g) Commonwealth Heads of Government Meeting (CHOGM), 2011 (Australia)**
Participated in discussions centered on youth empowerment, climate change, and strengthening partnerships among Commonwealth nations.
- h) South Asian Association of Regional Cooperation (SAARC) Summit, 2010 (Bhutan)**
Addressed regional issues such as poverty alleviation, cultural exchange, and environmental sustainability.
- i) The United Nations General Assembly, 2010 (USA)**
Participated in discussions about global challenges, emphasizing international cooperation and policy development.
- j) European Development Day, 2009 (Sweden)**
Engaged in forums about the role of international partnerships in driving sustainable development and addressing global inequalities.

Specialized Media Trainings

- a. Crisis and Disaster Reporting Course, Thomson Reuters Foundation, Cascais, Portugal (2011)-** Completed a comprehensive course focusing on media's role during crises and natural disasters. Developed skills in ethical reporting, data visualization, and effective storytelling during emergencies.
- b. Media Dialogue on Transboundary Resources Management: Bangladesh and India Perspective, Bangkok, Thailand (December 6-8, 2011)-** Participated in discussions about shared water resources, focusing on journalistic approaches to covering cross-border environmental issues.
- c. Advanced Television Production Making Course, NTV (2006 & 2015) -** Enhanced technical and creative skills in television production, including scripting, directing, and post-production techniques.

Award

First Prize, Disaster Management Award, Ministry of Food and Disaster Management, 2007

Received the award for an investigative report on waterlogging in Bhabadaha, Jessore, Bangladesh. The report highlighted the socio-economic impact of waterlogging and proposed actionable solutions for sustainable management.

Memberships in professional Societies

- a. Former General Secretary, Mass Communication & Journalism Alumni Association, University of Dhaka
- b. Member, National Press Club, Bangladesh
- c. Publicity Secretary, Bangladesh Bharat Maitri Samiti
- d. Member, Dhaka Reporters Unity, Dhaka
- e. Member, Bangladesh Parliament Journalist Association
- f. Fellow, Reuters Fellowship Program
- g. Member, Dhaka University Alumni Association
- h. Advisor & Chief patron, Dhaka University Student Association of Chuadanga (DUSAC)
- i. Life Member, Zila Shilpakala Academi, Chuadanga
- j. Life Member, Zila Red Crescent Sosity, Chuadanga
- k. Life Member, Abul Hossain memorial library, Chuadanga
- l. Former organizing secretary, Mass Communication & Journalism Department Alumni Association, University of Dhaka
- m. Former Organizing secretary, Dhaka Film Society, Dhaka
- n. Former Publicity Secretary, Chuadanga Zila Somity Dhaka
- o. Former General Secretary, Chuadanga Zila Chatra Kalyan Samity

Countries Visited

- | | | |
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| 1. USA (2024, 2015, 2010) | 2. India (2023, 2019, 2018, 2017, 2015, 2010, 2008) | |
| 3. Switzerland (2019, 2014) | 4. China (2023, 2017) | 5. Germany (2019, 2014) |
| 6. Italy (2014) | 7. France (2014) | 8. Qatar (2012) |
| 9. Malaysia (2020, 2017, 2016, 2014) | 10. Nepal (2014, 2012) | 11. Portugal (2011) |
| 12. Thailand (2019, 2018, 2011) | 13. Australia (2011) | 14. Bhutan (2016, 2014, 2010) |
| 15. Sweden (2014, 2009) | 16. Pakistan (2009) | 17. Czech Republic (2019) |
| 18. Luxemburg (2019) | 19. Belgium (2019) | 20. Maldives (2019) |
| 21. Spain (2011) | 22. Singapore (2023) | 23. UK (2023, 2022) |
| 24. Scotland (2023) | 25. Russia (2013) | 26. Myanmar (2016) |

Language Proficiency

Fluent in English & Bengali language

Computer Skills

Familiar with Microsoft Operating System, Application Package and Internet

Others Education

Institute(s)	Duration	Degree/Diploma/Examination	Passing Year
V. J. Government High School, Chuadanga, Bangladesh	1996-1997	Secondary School Certificate (Humanities), First Division	1998

Chuadanga Government College, Chuadanga, Bangladesh	1998-1999	Higher Secondary Certificate (Humanities), First Division	2000
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Personal Information

Details Name: Md. Muslim Uddin Ahmed Pipul
Father: Late Eadul Haque
Mother: Late Ainur Nahar
Spouse: Mst. Shamima Akhter Lipi
Son: Aaran Abiaz
Religion: Islam (Sunni)
Gender: Male
Date of Birth: 10 December 1983
Blood Group: A+
National ID Number: 7320084762 (Bangladesh)
Passport Number: AO7150421 (Bangladesh)

Permanent Address: Nahar Villa
Jhenaidha Bus Stand Para,
Post: Chuadanga -7200
Upazilla: Chuadanga
District: Chuadanga, Bangladesh

References

1. Dr Md Omar Faruque
Secretary to the Government
& Rector, BCS Administration Academy
Dhaka-1000, Bangladesh
Phone number: +8801717905500
- 2.



(Md. Muslim Uddin Ahmed Pipul)