



# Moumita Chakraborty

📍 kolkata, 700052

📞 8638911633

✉️ moumitachak4194@gmail.com

## SUMMARY

Structured academic professional illustrating strong history of positive student learning outcomes fostered through creative curriculum delivery. Skilled in sparking thought-provoking discussions to increase student participation and increase information retention. Seeking role which will leverage my teaching experience and strong sense of academic integrity. Experienced professional with talent in preparing teaching and learning materials to optimise learner progression, achievement and attendance. Highly organised and motivational teacher to provide individualised instruction to keep all students at expected skill level. Prepares bids for funding for departmental research projects.

## SKILLS

- Theoretical teaching
- Student engagement techniques
- Online lecturing
- Course design
- Seminar management

## EXPERIENCE

July 2023 - Current

**Assistant Professor Swami Vivekananda University** | Barrackpore, West Bengal, India

- Organized various International conferences as a Convenor
- Organized Media Events and guest lecture series in the department
- Served as a Research Coordinator of the Department of Journalism and Mass Communication
- Conducted certification course on Brand Management from the department of Journalism and Mass Communication
- Groomed students for internship and jobs
- Designed, planned and taught lectures based on curriculum requirements and exams
- Held regular student meetings to communicate strengths, weaknesses and areas for learning development
- Maintained good working knowledge of current curriculum standards, tailoring teachings to fit
- Worked closely with professor to define objectives, guide research and manage deadlines for curriculum.
- Supervised and mentored postgraduate students, guiding thesis research and academic development.
- Participated actively in departmental meetings, contributing to curriculum development and departmental strategy.

December 2021 - March 2023

**Corporate Account Manager TATA AIA** | Silchar, Assam, India

- Maintained strong understanding of competitors, offerings and presence in assigned territory

May 2017 - December 2018

**Assistant Branch Manager HDFC bank** | Silchar, India

- Boosted customer base, acquiring new customers and identifying needs to deliver relevant products

April 2015 - December 2015

**Graphic Designer 2adpro** | Chennai, India

- Created design packages to drive on-brand initiatives and increase sales

## CERTIFICATIONS

- Door Darshan Kendra certified
- All India Radio certified
- Daily paper 'Eastern Chronicle' certified

## EDUCATION

2021

**Doctor of Philosophy** | Mass Communication And Journalism  
Assam University, Silchar, AS

2015

**Master of Arts** | Mass Communication and Journalism  
SRM University, Chennai, TN  
M.A. with Distinction marks.

2013

**Bachelor of Arts** | English  
G.C College, Silchar, AS

---

## Faculty Development Program

Participated in seven day  
Faculty development Program  
titled "Research Methodology  
and artificial intelligence"  
from May 7th 2024 to June 2  
2024 conducted by K.R.  
Mangalam University in  
association with Viksit Bharat.

---

## PUBLICATIONS

- Traditional Folk Media - An Effective Communication Tool for Rural Development and Awareness, ISSN:0976-6650
- Sedition Law in India - An Analytical Study,
- Growth of Over the Top (OTT) Video Services: A Possible Threat to Traditional Pay Television Services- An Analysis. Theatre International. ISSN- 2278-2036.
- "Impact of Social Media on political and public opinion in India - A comparative study "International Journal of Cultural Studies and Social Sciences. ISSN- 2347-4777.
- "Health communication campaign, and their impact on behaviour - An analysis" Media culture and Audience, ISBN: 978-93-5529-948-2.
- "Digital media convergence: a transformative paradigm in the digital age", Sociological perspectives on Media, Gender and cultural studies, ISBN: 978-93- 91741-73-0.
- "Portrayal of transgender in Indian cinema, with special reference to Taali, An Indian web series- A critical review," Media Gender and Society, ISBN: 978-81-967932-4-1, ISBN 10:81-967932-4-3.
- "Journalism in the Era of Artificial Intelligence, Emerging Trends in Media and Communication Studies", Emerging Trends in Media and Communication Studies ISBN 978-93- 6128-689-6.
- "Decoding news in the digital age among social media: the role of media literacy in mitigating misinformation," Empowering media users and Interactive Media Design, ISBN:978-93-5834-395-3.
- "Facets of Defamation with Appropriate Case Studies", Media Laws and Ethics: Examining the Implications in the Current Indian Context, ISBN Number: 978-81-971801-9-4.
- "The Convergence of Cyber Security, AI, and Advanced Tech: Strategies for a Secured Future"Global Media and Cultural Exchange A Growing Perspective,978-93-6135-243-0
- "The Future Classroom: Evaluating the Effectiveness of AR and VR in Educational Settings"Media Convergence and Design Skills,978-93-6135-317-8
- "The Role of New Media in Enhancing Development Communication

Through Media Convergence"5G Media Convergence and Cybersecurity,978-93-6233-353-7.

- "The Impact of Social Media on Children: Behavioural and Psychological Effects', Virtual Reality and Artificial Intelligence Technologies, 978-93-6233-386-5

---

## CONFERENCE

- "Health communication campaign, and their impact on behaviour - An analysis." **International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023)** .
- "Digital media convergence: a transformative paradigm in the digital age". **International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023)**.
- "Portrayal of transgender in Indian cinema, with special reference to Taali" **International Conference on Media, Culture and Audience: Contemporary Issues and Challenges (ICMCA-2023)**.
- "Growth of Over the Top (OTT) Video Services: A Possible Threat to Traditional Pay Television Services- An Analysis". **International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023)** .
- Towards a Sustainable Future: Exploring the Benefits and Challenges, **International Conference on Transforming the Future of Environmental Sustainability: Pioneering Communication Strategies, (ICTFES 2024)**
- Effective Risk Communication in Risk Management in India: An analysis of a Green Economy Transition in India, **International Conference on Transforming the Future of Environmental Sustainability: Pioneering Communication Strategies, (ICTFES 2024)**
- Resilience and Recovery: Strengthening Environmental Sustainability in India's Post-Pandemic Economy, **International Conference on Transforming the Future of Environmental Sustainability: Pioneering Communication Strategies, (ICTFES 2024)**
- Interactive and Immersive Media for Environmental Education in India, **International Conference on Transforming the Future of Environmental Sustainability: Pioneering Communication Strategies, (ICTFES 2024)**
- The Role of Communication strategies in Creating Environmental Sustainability Awareness with Special Reference to Swatch Bharat Abhiyan in Assam, **International Conference on Transforming the Future of Environmental Sustainability: Pioneering Communication Strategies, (ICTFES 2024)**
- The Future Classroom: Evaluating the Effectiveness of AR and VR, **International Conference On Media Convergence and Emerging Technologies (ICMCET2024)**.
- The Role of New Media in Enhancing Development Communication through media Convergence in Educational Settings, **International Conference On Media Convergence and Emerging Technologies (ICMCET2024)**.
- The Convergence of Cyber security, AI, and Advanced Tech: Strategies for a Secured Future, **International Conference On Media Convergence and Emerging Technologies (ICMCET2024)**.
- The Impact of Social Media on Children: Behavioural and Psychological Effects, **International Conference On Media Convergence and Emerging Technologies (ICMCET2024)**.
- Decoding News In The Digital Age Among Social Media: The Role

Of Media Literacy In Mitigating Misinformation, **International Conference On Media Convergence and Emerging Technologies (ICMCET2024)**.

---

## **HOBBY**

- Singing
- Listening to Music