

# Sana Bég

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## EXPERIENCE

**Head of Communications, Doctors Without Borders New Delhi, India** 2016 - present

- Responsible for steering and management of communications in India
- Develop a comprehensive digital strategy which includes using data insights to evaluate impact
- Develop, implement and monitor a multi-year strategic communications plan
- Manage a team of 12-15 staff members
- Responsible for the annual budget
- Support the creation and establishment of the organization's identity and recognition in India
- Represent the organization on national and international platforms
- Establish and maintain external relationships with relevant stakeholders in India and South Asia

**Senior Producer, Al Jazeera America, New York, NY** 2013-2016

- Led news production on U.S. and international stories
- Along with the executive producer, made editorial decisions, managed talent, writers, producers and the technical team in the control room
- Built segments and developed story ideas from inception to air, including leading editorial discussions, writing scripts, package production, graphic elements and field coordination
- Led coordination between broadcast, digital and mobile teams, provided visual direction for all content to appeal to an online audience on multiple platforms
- Enhanced audience engagement and impact through social media and analytics
- Led collaboration with digital and social media partners to create a strong, engaged online presence for the network

**Social Media Strategist, Overseas Press Club, New York, NY** 2013-2014

- Developed a digital brand strategy for the organization
- Spearheaded efforts to expand OPC's social media presence and engagement
- Part of the core team which managed the organization's brand development and web traffic growth
- Wrote press releases, developed fundraising proposals

**Instructor, Journalism, University of Science & Technology, Kashmir** 2009-2012

- Taught radio & TV journalism to students pursuing master's degrees
- Designed & delivered comprehensive curriculum of broadcast journalism including training in breaking news coverage, radio and television newswriting, reporting, production & on air skills
- *Special Project:* Produced multimedia content for [Al Jazeera English](#) on life in Kashmir

**Lead Program Developer, Community Radio, Panos South Asia, Kashmir** 2009-2012

- Led the set up and management of a community radio station in a conflict area, worked with reporters on stories related to social and economic issues
- Directed editorial staff on programs, story development, reporting and production
- Managed strategy, implementation and optimization of strategic partnerships

**Contributing Editor, Kashmir Life, Kashmir** 2011-2012

- Part of the editorial team responsible for overall content of a weekly newsmagazine
- Trained and supervised staff of 15 reporters, assigned stories, selected topics including issue of unmarked graves found in Kashmir

**News Anchor & Producer, Bridges TV, Buffalo, New York** 2004-2009

- Part of the core launch team for a new cable and satellite TV network started after 9/11 focusing on international news
- Wrote and anchored daily newscast and newsmagazine show, directed field camera crews

**News Reporter & Producer, WAER 88.3, NPR affiliate, Syracuse, New York** 2000-2004

- Produced, wrote and narrated daily news for local broadcast aired during Weekend Edition on NPR affiliate
- Reported on stories including local angle on global stories like the war in Iraq, civil rights issues, religion and politics

## EDUCATION

**Columbia University  
Graduate School of  
Journalism  
New York, N.Y.**

*M.S. in Journalism  
2013*

- Alfred I. DuPont  
Columbia Awards  
Fellow, nominated for  
Student of the Year
- *Leadership:* Society of  
Professional Journalists:  
Speakers Director

**S.I. Newhouse School of  
Public Communications  
Syracuse, N.Y.**

*B.S. in Journalism &  
International Relations  
2004*

- *Honors:* Dean's List,  
Hearst Journalism Award  
for Radio News
- *Leadership:* Founding  
member, Interfaith Council  
at Syracuse University

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## LANGUAGES

- Kashmiri
- Hindi
- Urdu
- Arabic
- Farsi
- Bengali

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## SKILLS

- Project management
- Communications strategy
- Content development
- Consumer communications
- Social media marketing
- Non profit management
- Startup management
- Live & breaking news
- Investigative reporting
- Research & analysis
- International relations