



# MUHAMMED SHAHIM KS

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## SUMMARY

Worked as an Assistant Professor of English, specializing in literature and critical thinking, while also serving as a Social Media Strategist. This role involved combining teaching expertise with digital marketing skills to improve student engagement and enhance institutional visibility through various social media platforms.

## WORK EXPERIENCE

**ASSISTANT PROFESSOR - MES ASMABI COLLEGE** **SEP 2024 - Present**

- Taught English literature and language to undergraduate (UG), postgraduate (PG), and first-year undergraduate (FYUG) students.
- Developed and delivered course content, focusing on literary analysis, critical thinking, and language skills.

**SOCIAL MEDIA EXPERT & TRAINER - DOCK SOCIAL DUBAI** **JAN 2024 - SEP 2024**

- . Developed and implemented social media strategies to enhance brand visibility, engagement, and audience growth across multiple platforms, including Facebook, Instagram, and Twitter.
- Analyzed social media trends and metrics to optimize content, drive traffic, and increase audience interaction, leading to measurable improvements in online presence and community engagement..

## EDUCATION

**Postgraduate (PG) in English Language and Literature** **2021-2023**

- MES Asmabi College

**Undergraduate (UG) in English Language and Literature** **2018-2021**

- MES Asmabi College

**Certification in Digital Marketing Strategy** **2024**

- IIIM Bangalore

## ADDITIONAL INFORMATION

- **STATE TREASURER MES YOUTH WING KERALA 2024-27**
- **Languages:** English, Malayalam , Hindi
- **Research interests:** Post-humanism ,Ai,Social media
- **Awards:** President Scout Award 2017