

MUSFIKA SULTANA

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RESEARCH INTERESTS

Social Media | Digital Media | Misinformation | Artificial Intelligence | Public Policy | Public Diplomacy

EDUCATION

Master of Arts, Digital Media Communication

Texas State University, USA (2025- ongoing) | GPA: 4.00/4.00 (1ST Semester)

Master of Social Science, Journalism and Media Studies

Jahangirnagar University, Bangladesh (2021) | CGPA: 3.67/4.00 (2nd in Position)

Bachelor of Social Science, Journalism and Media Studies

Jahangirnagar University, Bangladesh (2020) | CGPA: 3.65/4.00 (3rd in Position)

PUBLICATIONS, PRESENTATIONS & SCHOLARLY ACTIVITY

Conference Presentations

- “Journalist Safety as a Determinant of Press Freedom: A Comparative Analysis of Bangladesh and the United States”, AEJMC Midwinter Conference (Abstract accepted, 2026)

Peer-Reviewed Publications

- Sultana, M; (2020), “Social Media Rumors in Bangladesh”, Journal of Information Science Theory & Practice, 8 (3), 77-90. [DOI: [10.1633/JISTaP.2020.8.3.6](https://doi.org/10.1633/JISTaP.2020.8.3.6)] [Scopus; Q3]

Peer Review

- Peer-Reviewer: [Journal of Applied Journalism & Media Studies](#)

ACADEMIC & PROFESSIONAL EXPERIENCES

Graduate Instructional Assistant (GIA) | School of Jrnalism & Mass Comm (SJMC) | Texas State University [Aug'25-present]

Courses: MC 4317: Advertising Strategic Planning | MC 4381: Fundamentals of Digital and Online Media

- Grading assignments, providing detailed feedback, assisting students with coursework and technology, and facilitating tutorials or small-group sessions.
- Taking attendance, supporting lecture delivery, and assisting with both large lectures and smaller discussions.
- Creating course materials, preparing reading lists, and contributing to quizzes, exams, and tutorials.
- Supporting lectures, delivering content when required, and engaging students in applied learning.

Communications Focal Point | United Nations Office for Project Services (UNOPS)

[Oct 2023- Jul 2025]

- Led strategic communications and visibility for UNOPS Bangladesh, supporting humanitarian, development, and infrastructure portfolios across national and regional platforms.
- Developed and managed multimedia communication materials (print, digital, audio-visual) in line with UNOPS and UN branding standards, achieving 250+ national and international media mentions.
- Coordinated communications and media coverage for high-level missions, including visits by the UN Secretary-General, UNOPS Executive and Deputy Executive Directors, and senior regional leadership.
- Managed social media and digital campaigns, growing the UNOPS Bangladesh Facebook presence to 32.3K followers through 188+ curated posts and 25+ thematic campaigns.
- Produced newsletters, annual reports, factsheets, documentaries, podcasts, and policy-oriented communication products aligned with SDG priorities.
- Maintained communication archives, photo libraries, analytics reports, and web content to ensure accuracy, accessibility, and institutional continuity.
- Supported DEI-centered internal communications, UN inter-agency initiatives, SDG Café events, and knowledge-sharing platforms.
- Integrated DEI, GESI, and PSEAH principles into research communication, internal knowledge-sharing, and organizational learning initiatives.
- Contributed to concept notes, proposals, presentations, and monitoring of communication impact and outreach effectiveness.

Research Assistant | Social Marketing Company (SMC)

[Feb 2022- Sep 2023]

- Conducted mixed-method research on media influence and community health communication.
- Designed survey instruments and analyzed perception data on digital misinformation and health behavior.

Graduate Teaching Assistant | Jahangirnagar University

[May 2021- Dec 2021]

- Assisted in teaching *Gender & Media (JMS 405)*: class work including preparation of course materials, grading student's report, proctoring, presentation and helping the class to understand lectures better.

University Correspondent | The New Nation

[May 2019- Dec 2021]

- Daily event coverage, drafting special stories every week on different issues and features.
- Dialogued with faculty members, administrative officers-staffs, political leaders, students and other stakeholders.

SELECTED PROJECTS

- Project Coordinator & Project developer: Accelerate SDG Localization in Bangladesh [Oct 2024-Jul 2025]
- Communications Head: Enhancement of the Capacity of BIPSOT to Train Female Peacekeepers [Jan 2025-Jul 2025]
- Communications Head: Global Fund Emergency Response for Bangladesh [Oct 2023-Feb 2025]
- Communications Head: Health and Gender Support in Cox's Bazar District (HGS-CXB) [Oct 2023-Jun 2024]
- Communications Head: Support for humanitarian coordination in Bangladesh [Oct 2023-Jun 2024]

SCHOLARSHIPS, HONORS & RECOGNITIONS

- Merit Scholarship from College of Fine Arts, TXST - Fall 2025
- TXST Graduate Merit Fellowship - Fall 2025
- Scholarship from School of Journalism and Mass Communication (SJMC)- Fall 2025
- Youth Communicator Award, United Nations (2023)
- UNOPS Trivia Champion (2023)
- UNOPS Ambassador of Sustainability (2024)
- UNOPS Buddy of the Month for July (2025)
- University Merit Scholarship & Full Tuition Waiver, Jahangirnagar University (2017-2021).
- Best Delegate, Multiple National & International MUN Conferences.

SKILLS

- Research Skills:** Proposal writing, qualitative & quantitative methods, data analysis, report writing
- Creative & Visual Media:** Photography, Cinematography, Strategic Communication Design
- Digital & Web Tools:** Adobe Creative Suite, Canva, WordPress, Python, HTML, CSS, MS Office, G-Suite
- Languages:** English (Fluent, IELTS 7.5), Bangla (Native)

TRAINING COURSES AND WORKSHOPS

- Strategic Communication Fundamentals for Advancing the 2030 Agenda, UN System Staff College (UNSSC).
- Course on Youth, Peace & Security Primer by United Nations System Staff College (UNSSC).
- Gender and Young feminist Leadership Training (2019), Action-Aid Bangladesh.
- Active Citizens Youth Leadership Training (2018), British Council.
- Foundation Training on Journalism and Communication (2017), Press Institute of Bangladesh- (PIB).
- Journalism on Cyber-Crime Awareness & Investigation (2018), Cyber Crime Awareness Foundation.

LEADERSHIP & SELECTED COMMUNITY ENGAGEMENT

- Graduate Student Ambassador, Texas State University [Feb 2026- present]
- Moderator, World Environment Day 2025, organized by UNOPS and MoEFCC, People's Republic of Bangladesh.
- Master of Ceremonies, United Nations Commemoration Day-2023 & 2024.
- Rapporteur, Impact of Climate Change on Women and Girls, organized by UNOPS and BIMSTEC [2023]
- Director General, JMUN 2022 - International Conference on Global Security and Sustainability [2022]
- General Secretary, Jahangirnagar University Model United Nations Association (JUMUNA) [2021-2022]
- Deputy Director at Education Parliament [2018-2021]
- Facilitator at ActionAid (Global Platform Bangladesh) [2019-2020]
- Facilitator and Activist at British Council Bangladesh [2018- 2020]

NETWORKS AND MEMBERSHIPS

- Member of Young Leaders Cohort by Bangladesh Institute of Peace & Security Studies [2024- Present]
- Member of United Nations Communications Group (UNCG) [2023- present]
- Member of United Nations Country Team (UNCT) [2023- present]
- Member of ActionAid (Global Platform Bangladesh) [2019- Present]
- Member of British Council, Dhaka, Bangladesh [2019- Present]
- Trustee Member of Jahangirnagar University Model United Nations (JUMUNA) [2022- present]