

## Imran Ahmad

### Director: Media and Government Projects

#### A Visionary Media Strategist & Consultant

With over **15 years of excellence in TV journalism**, Imran has emerged as a **leading media veteran, political analyst, and strategic consultant**, shaping the discourse on major national and global issues. His work is marked by **hard-hitting political reportage, thought-provoking interviews, and deep investigative journalism**, making him a trusted name in the media landscape.

As a **former Special Correspondent, Bureau Chief, and Senior Editor** at top-tier media organisations, He has spearheaded **groundbreaking political coverage, election analysis, and policy-driven storytelling**, influenced public narratives and shaped national debates. His extensive coverage of **Lok Sabha and State elections, religious and cultural events, and investigative exposés** has left a lasting impact on India's media industry.



#### Strategic Media Advisor & Consultant

Beyond journalism, Imran plays a **pivotal role as an advisor and consultant**, offering his expertise to **leading media houses, government agencies, NGOs, and corporate entities**. His strategic insights drive **media outreach, crisis communication, policy advocacy, and brand positioning** for organizations navigating the evolving media landscape.

#### Key Expertise:

- Media & Editorial Strategy** – Guiding in content innovation, investigative journalism, and digital transformation.
- Government & Policy Advisory** – Crafting impactful media narratives for policy initiatives, governance, and public awareness campaigns.
- Political and Social Analysis** – Providing deep political and social insights and coverage strategies for media houses.
- Crisis Communication & Public Relations** – Advising government officials, corporations, and public figures on media management.
- NGO & Social Sector Collaboration** – Amplifying advocacy efforts through strategic storytelling and mass communication.
- Media Training & Thought Leadership** – Conducting workshops and mentorship programs for journalists, media professionals, and policymakers.

With a career dedicated to **truth, impact, and innovation**, Imran continues to be a **driving force in media, public discourse, and strategic communications**, ensuring that journalism remains a powerful tool for change.

He, with his vast experience and understanding of the masses, is effectively driving Mermaid Studio LLP to new heights. Being a media personality, understands the nerves of the youth and uses his analytical approach in the creation of content which impacts society.