



FAREEHA FATIMA

SOCIAL MEDIA MANAGER

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PROFILE

As the social media manager, I strive to create engaging digital content and, through **strategic engagement**, enhance my company's online presence. I have strong **creative and marketing skills**. Really good at communication and handling clients. I possess a strong set of skills that enable me to work effectively both as part of a team and independently.

WORK EXPERIENCE

INVEST MINDSET | SOCIAL MEDIA MANAGER

2023-PRESENT

- Search engine optimization for social media posts.
- Developed creative and engaging social media strategies.
- Managed the day-to-day handling of all social media channels and adapting content to suit different channels.
- Recently worked on a course launch collaboration with Graphy.
- Single-handedly managed the entire course launch and handled 1000+ customers to solve their issues

EFFEM TECHNOLOGIES | ASSISTANT MANAGER

2023-PRESENT

- Manage the company's portfolio along with the manager of the company.

PAWZZ FOUNDATION INTERNSHIP | FUNDRAISING INTERN

JUN 23 - AUG 23

- Campaigned online for a virtual charity drive.
- Raised funds for the animals in need with my personal contacts.
- Worked closely with the team to enhance the reach and build awareness amongst people regarding street animals.

SHINE PROJECTS INTERNSHIP | HR INTERN

JUN 23 - JUL 23

- Undertook promotional activities in order to publicize and make known the recruitment campaigns that took place online.
- Evaluated the performance of agents.any's portfolio along with the manager of the company.

H3 FOUNDATION INTERNSHIP | STUDENT INTERN

SEP 22 - MAY 23

- Took responsibility and was in charge of their awareness campaign.
- Worked with a team of 3 people to ensure the campaign runs smoothly.

UMEED - A DROP OF HOPE INTERNSHIP | MARKETING FINANCE INTERN

FEB 23 - MAR 23

- Worked under various departments of NGO - Media department, Human Resources, Marketing and finance.
- Single-handedly raised funds for the organization, earning me a gold medal.
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THE DEE'S SOCIAL INTERNSHIP | SOCIAL MEDIA MARKETING INTERN

SEP 22 - NOV 22

- Handled various clients and created content for their social media handles.
- Led a digital campaign for a client.
- Worked on various areas of graphic designing, and content planning.

EDUCATION

IIDE - Indian Institute Of Digital Education (2023 - 24)

University Of Delhi (2020 - 23)

Post Graduation In Digital Marketing

Bachelors In Arts - Sociology

SKILLS & INTEREST

- Team player
- Leadership
- Graphic Design
- Problem Solving
- Digital Marketing
- Team Management
- Multi-linguistic : English, Hindi & Urdu
- Photography
- Videography