

AMBER FATIMA
MARKETING COORDINATOR

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SUMMARY

Driven and curious professional at the start of a marketing career, with valuable experience in social media management. Successfully managing Uplink Studios' Instagram, learning to develop content, monitor engagement, and assist in expanding audience reach. Combines a research-oriented mindset with a creative desire to build compelling brand stories and is highly motivated to learn and contribute to dynamic marketing teams.

PROFESSIONAL EXPERIENCE

Marketing Coordinator at Uplink Studios

*Jan 2025 - Present
Remote*

- Coordinate social media management lifecycle.
- Managed community growth initiatives to expand online presence and cultivated an active, loyal follower base.
- Collaborated with design & content teams to ensure a consistent brand voice and active social media presence.

Research Coordinator Intern at Uplink Studios

*July 2025 - Dec 2025
Remote*

- Conduct research to support creative and digital projects.
- Manage the company's Instagram account and engage with the audience.
- Help grow the business by applying social media strategies and trend research.
- Write and edit content to ensure clarity, creativity, and audience connection.
- Coordinate with the team to organize ideas and deliver results on time.

SKILLS

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|--------------------|-----------------------|----------------------------|
| • Content Planning | • Copywriting | • Brand Consistency |
| • SEO Basics | • Audience Engagement | • Analytics Interpretation |
| • Keyword Research | • Trend Analysis | • Post Scheduling |

EDUCATION

Akhuwat College for Women, Chakwal

September 2025 - Present

BS English Literature & Linguistics

- Awarded a Fully Funded Scholarship for academic excellence.

Pride Group of Colleges Talagang

FSc Pre-Engineering

May 2023- May 2025

- Awarded a Fully Funded Scholarship for academic excellence.

CERTIFICATION

Fundamentals of Digital Marketing — Google Digital Garage (2025)

- Covered SEO, analytics, social media strategy, content marketing, and online advertising basics.