

# FATIMA IQBAL

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## KEY ATTRIBUTES

- Technical: Microsoft Office Suite, Google Workspace, Project Management Tools (Trello/Asana/Jira), Data Visualization (Tableau/Power BI/Google Data Studio), HTML/CSS, Photo/Video Editing (Canva/Lightroom/iMovie), Online Survey Tools (SurveyMonkey/Google Forms/Typeform), Cloud Storage (Google Drive/Dropbox/Box), Video Conferencing (Zoom/Teams/Meet), R, Python, SQ
  - Design: Canva, Photoshop, Illustrator, Graphic Design
  - Marketing: Social Media Management (Hootsuite/Buffer/Sprout Social), Email Marketing (Mailchimp/Constant Contact/HubSpot), SEO, PPC, Web/Social Analytics, Content Strategy, Audience Segmentation
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## EXPERIENCE

**Kalustyan's | Social Media Coordinator** **January 2020 - Present**  
*New York, NY*

- Spearheaded strategic cross-platform campaigns growing Instagram following 35%, Facebook engagement 22% YOY
- Optimized e-commerce site crafting 200+ SEO product descriptions, designing packaging for 75% of private-label line
- Provided expert product guidance resolving 500+ weekly inquiries attaining 95% CSAT, leveraged analytics to optimize content
- Monitored KPIs, conducted A/B tests to enhance engagement rates and acquisition across digital channels

**XIRCLS | Marketing Coordinator & Sales Intern** **February 2022 - May 2022**  
*Maharashtra, India*

- Mentored 12-member team, delegated 50+ weekly tasks across marketing, sales, ops driving productivity gains
  - Conducted data-driven prospect analysis identifying high-value leads from 400+ pipeline for targeted outreach
  - Engaged 20-30 qualified prospects weekly via personalized campaigns contributing to new sales pipeline
  - Analyzed campaign metrics, presented comprehensive performance reports with strategic recommendation
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## LEADERSHIP & INVOLVEMENT

**Kashem Foundation | International Outreach Coordinator** **January 2018 - Present**  
*Rajshahi, Bangladesh*

- Spearheaded digital and community outreach fostering 100+ local connections to cultivate robust donor base
- Educated prospects on giving channels and initiatives providing educational access to underprivileged children

**Baruch Muslim Business Association | Secretary & Director of Marketing** **September 2021 - May 2022**  
*New York, NY*

- Orchestrated club operations managing 12 initiatives, fostered engagement promoting events to 75+ members
- Produced 15+ promotional campaigns across platforms, leveraging design skills to drive 30% attendance surge
- Secured 8 industry speakers to enrich professional development and networking value of events

**Baruch WIB Association | Event Coordinator & Blog Writer** **September 2019 - May 2020**  
*New York, NY*

- Spearheaded 4 major events overseeing all logistics from creative planning to on-site execution and speaker coordination
  - Produced "Pearls of Wisdom" conference facilitating networking between 25 alumni and 200 members
  - Championed cross-team collaboration uniting 11 committees through strategic team-building initiatives
  - Crafted 12 bi-weekly newsletters detailing 20+ events, shared thought leadership blog posts to 300+ members
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## EDUCATION

**Baruch College/CUNY, Zicklin School of Business, New York, NY**  
B.B.A. in Digital Marketing Minor: English & Communications | GPA: 3.7/4.0

**St. John's University, Queens, NY**

M.S. in Data Science, Expected June 2025