

FATHIMA THASNEEM

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Objective:

As a fresh and aspiring freelance digital marketer, my objective is to secure a challenging and rewarding position as an Email Outreach Specialist. I am eager to apply my budding knowledge and passion for digital marketing to contribute effectively to outreach campaigns and engage with diverse audiences. Through hands-on experience and continuous learning, I aim to develop and enhance my skills in email outreach, build strong relationships, and drive positive results for clients while expanding my expertise in this dynamic field. I am excited to be part of a team where I can learn and grow while delivering valuable contributions to the success of email marketing initiatives.

Education

Bachelor of Arts Honours in English (Minor in Economics)

Lady Shri Ram College For Women, The University Of Delhi
New Delhi, India.

- GPA: 3.0 / 4
- [June, 2023]

Secondary School Certification: Commerce and Computer Applications

CMR HSS, Calicut
Kerala, India

- GPA: 100%
- Academic Excellence Award
- [June, 2020]

Primary Education:

Gems Our Own Indian School
Dubai, United Arab Emirates

Experience

GirlUp Pranaah — *Social Media and Public Relations*
Manager, Design Head

- *Handling and Managing the Content and Social Media Handles of the Organisation.*
- *Coordinating the events and collaborations.*
- *Designing Digital content for the Social Media handles.*

Connecting Dreams Foundation India — *Team Member*

- Market Research and Product Development.
- Consistent contributions to Social Media Platforms.
- Monetizing local handicrafts of tribal women.

Volunteering Activities

Prakriti, Environment Society,

Lady Shri Ram College For Women — *Volunteer*

- Achievements - Volunteer of the Month of March,
- Received Letter of appreciation for contributions towards the Green Cup of Delhi University.

National Service Scheme, India — *Volunteer*

- Achievements - Active member who Participated in the Annual event of NSS in Lady Shri Ram College (online)

Skills

- Communication
- Analytical Thinking
- Attention to Detail
- Problem-Solving
- Cross-cultural Sensitivity
- MS Office Proficiency
- Interpersonal Skills
- Organizational Skills
- Time Management
- Networking
- Adaptability

Languages

English: Advanced/ Fluent

Hindi: Fluent

Malayalam: Native speaker

Arabic: Passive Fluency

Certification/Additional Courses

Advanced Digital Marketing (ongoing)

*certification to enhance digital skills and contribute to marketing and brand campaigns.
SEO, SMM, Content Writing, WordPress Web Development, Creative Marketing Strategy,
Email Marketing.*

Working with real clients.