



# FATIMA SANDHU

## DIGITAL MARKETING & ADMINISTRATION

### CONTACT

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- 📍 Sports City, Dubai

### EDUCATION

- 2020  
PUNJAB UNIVERSITY
- Bachelor's in Economics

### SKILLS

- Microsoft Office Suite
- Adobe Photoshop
- Adobe Premier
- Adobe Illustrator
- Google Analytics
- Google Ads
- Meta Business Manager
- Meta Ad Campaigns

#### Soft skills

- Teamwork
- Leadership
- Communication
- Problem Solving

### PROFILE

Hardworking and skilled professional with a Bachelor's degree in Economics and over three years of experience in digital marketing and administration. Experienced in running successful online ad campaigns, managing social media platforms, and creating engaging content. Seeking a role where I can use my digital marketing skills to help grow a company.

### WORK EXPERIENCE

- **Concept Care Technologies** NOV 2023 - PRESENT  
Digital Marketing
  - Handled all social media accounts, including Facebook, Instagram, and LinkedIn, to promote the company's services.
  - Ran ads on Facebook and Instagram to reach potential customers and generate leads.
  - Used email marketing tools to connect with clients and keep them updated on services.
  - Designed business proposals and company profiles to attract new clients.
  - Managed administrative tasks to ensure smooth operations.
  - Provided suggestions to improve marketing strategies and online presence.
- **Ishtiaq Rana Company** JAN 2021 - OCT 2023  
Digital Marketing & Administration
  - Managed Facebook Ads, Instagram Ads, and Google Ads campaigns to generate leads and grow brand visibility.
  - Created and shared social media posts to engage with the audience and increase followers.
  - Planned and ran online marketing campaigns, improving customer interest and inquiries.
  - Designed business proposals and company profiles to attract new clients.
  - Worked with the team to create effective marketing plans and strategies.

## LANGUAGE

- English (Fluent)
- Urdu (Fluent)
- Hindi (Conv.)

## PERSONAL INFO

- Father Name: Muhammad Yousaf
- Nationality: Pakistani
- Visa Status: Employment
- Martial Status: Single

### Am food stuff

JUNE 2020 - DEC 2020

#### Purchasing Assistant

- Attending meetings with vendors and taking minutes.
- Track orders and ensure timely delivery.
- Assisting with analyses and reports.
- Arranging meetings with stakeholders.
- Assisting with the inspection of goods.
- Negotiate contract terms of agreement and pricing.
- Maintaining knowledge of market/industry trends.as marketing or management.
- Conduct market research to identify pricing trends.

## ACHIEVEMENTS

- Generated quality leads through Facebook, Instagram, and Google Ads campaigns.
- Increased social media engagement by 70% with creative and consistent posts.
- Successfully improved marketing strategies to attract more clients and grow business.
- Boosted ad campaign results by focusing on audience targeting and testing.
- Designed appealing marketing materials that helped secure new clients.