



# M. SHAZNAN FAIROZE

## DIGITAL MARKETING CONTENT CREATOR



### EXPERIENCE

- 2019 Nov - Till Date**  
Echo Media (Pvt) Ltd  
**DIGITAL MARKETING CONTENT CREATOR**
  - Responsible for creating on demand Motion Graphics video content
  - Responsible for creation of all graphical related content for the business such as poster, banners, social media feed posts, social media posts, graphical illustrations ,
- 2019 Jan - October**  
JB Securities (Pvt) Ltd  
**INVESTMENT ADVISOR**
  - Liaising with clients to help them make better decisions on stock picks
  - Providing brokerage services to existing and new clients.
  - Sales pitching to bring in new clients into the market & pitching available unit trust funds offered by the company.
  - Lead generation of potential prospects
  - Helping clients make sound investment decisions with the available investment options in the market
- 2017 July - 2018 Oct**  
Tseyva (Pvt) Ltd  
**BILLING EXECUTIVE**
  - Invoicing of wholesale customers
  - Vendor invoice Reconciliation
  - Recording payment received and sent
  - Preparing payment & sending out wire copies once payment is processed
  - Requesting due payments from Vendors
  - Responding to billing related queries



### EDUCATION

- 2018 Oct - 2019 Feb**  
CFA Institute  
**CFA INVESTMENT FOUNDATIONS PROGRAMME**
- 2018 Jan - 2018 Oct**  
University of Greenwich (UK)  
**(BA (HONS) BUSINESS MANAGEMENT)**  
Included, Dissertation, International Business Management, Accounting, Economics, Management in Critical Context, International Business Strategy, Personal & Professional Development, Leadership in Organizations.
- 2016 Jan - 2017 June**  
Cardiff Metropolitan University  
**HND IN BUSINESS MANAGEMENT**  
Included Accounting and costing for business, Business Environment, Human Resource Management, Managing Communication knowledge and information, Marketing principles, Organization behavior, People and organization, self and career development, Financial Management, International business, Statistics for business and strategic management, Research and development, Money and Banking, Risk Management.
- 2014 Nov - 2015 June**  
APIIT Lanka  
**FOUNDATION IN BUSINESS MANAGEMENT**  
Included Personal communication skills, Social skills, further mathematics, Introduction to business, Introduction to web development, International Business, Accounting.
- 2001 - 2014**  
Leighton Park International School  
**SCHOOL**  
IGCSE Ordinary Level, 8 subjects including English & mathematics (4A\*, 2A, 1B, 1C)

### CONTACT DETAILS



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Borella Colombo 8,  
Sri Lanka

### SKILLS

#### GRAPHIC DESIGNING

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE XD

#### VIDEO EDITING

ADOBE AFTER EFFECTS

ADOBE PREMIERE PRO

#### WEBSITE DEVELOPMENT

HTML

CSS

JAVASCRIPT

#### MICROSOFT PACKAGE

MS WORD

MS EXCEL

POWERPOINT

MS ACCESS

### LICENSES & CERTIFICATES:

- Google Ads (Ad words) Essential training (LinkedIn)
- Marketing Tools: SEO (LinkedIn)
- Motion Graphics (LinkedIn)
- Advance digital illustration (LinkedIn)
- Infotec School of computing (Lvl 1 - Lv 7)
- Front-end-developer fundamentals (skillshare)