

Duaa Fatima

Social Media Marketer

Contact



Address

Clifton Block 2, Karachi



Phone

+92333-3445954



Email

ddfatiima1999@gmail.com

Education

B.S Psychology – Bachelors

Bahria University

2018 – 2022

Pre Medical – Intermediate

Aga Khan Higher Secondary School

2015 – 2017

Skills

- Content Creation
- Script writing
- Social Media Strategy
- Analytics & Performance Tracking
- Brand Storytelling
- Video Editing (CapCut, InShot)
- Influencer Marketing
- Platform Expertise (Instagram, Facebook, TikTok, LinkedIn, YouTube)
- Organic Marketing
- Researching

About Me

Experienced Social Media Marketer skilled in growing brand presence across Instagram, Facebook, TikTok, and LinkedIn. Expert in using tools like Meta Ads and Canva for strategy and execution. Strong ability to boost engagement, reach, and conversions through targeted organic campaigns. Passionate about staying ahead of digital trends and audience behavior.

Work Experience

KoderLabs | Social Media Marketing Executive

January 2025 – November 2025

- App marketing through different platforms (Instagram, Facebook, TikTok, LinkedIn, YouTube)
- Develop and execute social media strategies to increase brand awareness and engagement.
- Managed a team of designers and animators to create engaging content.
- Conduct market and competitor research to identify trends and content opportunities.
- Create and maintain a social media content calendar aligned with marketing objectives.

Nifty.pk | Associate Social Media Marketer

2023 – 2024

- Planned, lead and executed 11.11 Campaign for 2024.
- Responsible for creating content calendars, developing campaigns and analysing performance metrics.
- Responsible for creating trendy, visually appealing and engaging content.
- Planned and executed awareness live sessions.
- Responsible for handling social media crisis and PR issues.
- Responsible for building a brand image and aesthetic.

Psych Cares | Internship

2022

- Created an awareness campaign focused on establishing boundaries in personal and work settings
- Applied clinical skills to identify clinical symptoms using psychological screenings.

Hobbies

- Sketching
- Painting
- Volunteering
- Content Creation
- Videography
- Reading
- Digital Art