# FIZA FATIMA

## DIGITAL MARKETING SPECIALIST

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**Location:** Karachi, Pakistan

## PROFESSIONAL SUMMARY

Creative and results-oriented **Digital Marketer** trained at **Saylani Mass IT Training (SMIT)** with an Intermediate qualification. Experienced in driving brand growth, audience engagement, and lead generation through targeted social media campaigns, content strategy, and SEO optimization. Eager to leverage modern digital tools to help businesses scale their online visibility and sales.

**Professional Certification — Saylani Mass IT Training (SMIT)**
Successfully completed hands-on training in Digital Marketing, Social Media Strategy, Meta Ads Manager, and SEO techniques under Saylani Mass IT Training Initiative.

## CORE COMPETENCIES & TOOLS

**Social Media Marketing (SMM)**
Facebook & Instagram page growth, strategy planning, audience targeting, and content scheduling.

**Paid Ads (Meta Ads Manager)**
Campaign setup, A/B testing, lead generation, re-targeting, and budget optimization.

**Search Engine Optimization (SEO)**
Keyword research, On-Page SEO basics, Meta tags, and improving website search ranking.

**Content Creation & Graphic Design**
Canva graphic designing, video reel curation ad copywriting, and engaging caption writing.

## WORK & PROJECT EXPERIENCE

### Digital Marketing Executive / Freelancer
2023 – Present
**Self-Employed / Client Projects**

- Designed and executed high-performing Meta ad campaigns (Facebook & Instagram) to drive conversions and sales.
- Created custom social media banners, posts, and video reels using Canva to maintain consistent brand aesthetics.
- Conducted detailed competitor analysis and keyword research to optimize client online strategies.
- Monitored key marketing metrics (CTR, Reach, Impressions, CPA) to refine campaign performance.

### Digital Marketing Trainee
Completed
**Saylani Mass IT Training (SMIT)**

- Gained practical training in running live social media campaigns and organic marketing workflows.
- Learned best practices for market research, target persona building, and digital sales funnels.

## EDUCATION

### Intermediate (HSSC)
Karachi Board
**Higher Secondary School Certificate**

## LANGUAGES

**Urdu:** Native | **English:** Professional Working Proficiency