Saim Fateh Malik

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OBJECTIVE

To join a storytelling-driven brand where I can blend my writing, psychology, and digital strategy to craft meaningful content. I aim to contribute to a space that values creativity, emotional depth, and clarity just like I do

EXPERIENCE

1. **SMM Intern [Enlighten Academy]** **2020 – 2023**

- Developed content calendars and creative post ideas.
- Focused on emotional resonance and engagement psychology.

2. **Training Officer** **2019 Aug – 2020**

(UNDP x DigiSkills Project)

- Led soft skill and digital freelancing trainings.
- Specialized in storytelling for social media success.

3. **Go reader (Storyteller)** **2021 Oct - 2022**

(Goread.pk)

- Conducted sessions with children using story-based emotional learning.
- Created original story content for social campaigns.

4. **Airbnb Host & Tour Content Creator – Turkiye** **2023- onwards...**

   (0KM Tour Planner)

   - Built digital presence for tourism clients using storytelling and visuals.

5. **Social Media Manager** **2024**

   (Shaoor Media Network)

   - Developed audience-specific campaigns with emotionally resonant copy.
   - Increased platform engagement through timely, clear, and purpose-driven storytelling.

6. **Creative CEO & Strategy Lead** **2024 - Present**

   (DigiQuestors)

   - Working with small brands to create their online voice and presence.
   - Leading workshops, mentoring young creatives, and managing client content.

7. **Trainer – Digital Marketing** **2024 - Present**

   (Bano Qabil by Alkhidmat Foundation)

   - Conducting live training sessions on content strategy, branding, and digital tools.
   - Mentoring students in freelancing, storytelling, and personal branding.

8. **Performance Marketer** **2025 - Present**

   (Inspired Comforts UK)

   - Managing Meta Ads for *Inspired Comforts* with a focus on performance, funnels, and compliance
   - Optimizing landing pages and retargeting to drive scalable growth

9. **Head Of Marketing** **2025 - Present**

   (Shajarah Institute)

   - Leading brand and digital strategy for Shajarah Institute
   - Driving growth through Meta Ads, content creation, student engagement, and event marketing

EDUCATION

Psychology in Social Media – Thesis Project **2020**

- Explored the impact of psychological principles on social media engagement.
- Analyzed user behavior and preferences for effective content creation.

Social Media Management **2022**

khudmukhtar.pk

BS (Psychology) **2018 – 2022**

FUUAST

F.SC (Pre-Engineering) **2017**

Govt Degree College Zamzama

Matriculation (Science) **2015**

Rose Education Society

OTHER SKILLS

- **Creative & Emotional Writing**
- **Brand Tone Development**
- **Research-Backed Content Planning**
- **Fluent in English, Urdu, Turkish, Punjabi**
- **Tools: Canva, Adobe Photoshop, DaVinci Resolve, MS Office**

STRENGTH

- Strong sense of empathy and narrative thinking
- Balances speed with craft — edits slow, writes real
- A team player who thrives in idea-rich spaces
- Comfortable mentoring and collaborating with diverse creatives

Creative Projects

- Co-Author – Maqsad-e-Hayat, Enlighten Publications
- Built brand voice and content for multiple small businesses through Digiquestors
- Delivered lectures and live writing sessions on "Storytelling for Brands"

Achievements & Recognition

- Presented research at Mental Health Day Conference
- Led Digiquestors community events empowering youth
- Recognized for strategy & creativity during internships and client work
- Received Best Trainer Award at Teknofest Expo