

NABEELA FATIMA

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SYNOPSIS

Energetic, highly experienced sales and marketing specialist and content creator with excellent written and verbal communication skills with 2+ years of experience. Strong background in HR disciplines. I also pride myself on being a collaborative public speaking expert and creative writer

ACADEMICS

DEGREE	SCORE	YEAR
PGDM (HR / Finance) / WOXSEN UNIVERSITY	3.12 / 4.0	2021
B.COM (Computer Applications) / ST. JOSEPH'S DEGREE COLLEGE	8.0 / 10.0	2019
MEC / ST. JOSEPH'S JUNIOR COLLEGE	9.6 / 10.0	2016
SSC / SISTER STANISLAS ENGLISH SCHOOL	9.3 / 10.0	2014

INTERNSHIP

PEACOCK SOLAR

HR Generalist

APRIL 2020 – JUNE 2020

- This internship helped me to cover areas of recruitment, onboarding, exit formalities and various HR policies
- Conducted interviews, job postings on various websites
- Learnt onboarding formalities of candidates, JD's preparation

EXPERIENCE

PLANETSPARK -FREELANCE

Public Speaking Expert & Creative Writing Expert

MAY 2024 - AUGUST 2024

- Facilitated engaging training programs for more than 100+ diverse learners through interactive workshops focused on developing advanced public speaking techniques and creative writing abilities that improved overall participant confidence levels dramatically.
- Facilitated student development of communication skills through interactive activities and a supportive classroom environment
- Supervised and evaluated students development of public speaking and other various communication skills
- Pointed students to relevant information about academic and personal services available at the college
- Wrote course materials such as syllabus, course assignments and in-class activities

BIZGURUKUL

Independent Affiliate marketer

OCTOBER 2023 - NOVEMBER 2024

- Planning & Developing and appointing new business partners to expand product reach in the market and working in close interaction with the distributors to assist them to promote the product
- Identifying improvement areas & implementing measures to maximise customer satisfaction levels
- Drove a 50% increase in B2C sales through the establishment of a lead nurturing program tailored to different stages of the sales funnel
- Personally Conducted 1K keyword research and implemented SEO guidelines which optimized clients profile content by 91% and drove up traffic by 75%

- Designed, edited and maintained an editorial calendar in addition to producing 40+ textual and graphic creative pieces weekly for business owners social media channels including Call To Action(CTA), memes, GIFs and video content
- Developed social media strategy by creating compelling videos across 4 social media channels helping the company's products and brand gain traction in just 4 weeks of the campaign

LEADSARK

Independent Affiliate marketer

AUGUST 2022 – SEPTEMBER 2023

- Conducted detailed market research, analysed current trends and identified new business growth opportunities
- Developed new marketing plan, sales techniques and business strategies to maximize profits and minimize expenses
- Product demos and interaction with customers and convince them implicitly, closing the case keeping all the major aspects in front and increased sales growth
- Developed comprehensive training programs for more than 100 aspiring entrepreneurs; incorporated hands-on activities to increase engagement and practical understanding of key business principles essential for success.
- Launched innovative video content and increased organic reach by 44% in just 3 months

CERTIFICATIONS

CERTIFICATE	CERTIFYING AUTHORITY	YEAR
Managing employee compensation	University of Minnesota	2020
Managing Talent	University of Michigan	2020
Preparing to manage human resources	University of Minnesota	2020
Recruiting, hiring and onboarding employees	University of Minnesota	2020
Managing employee performance	University of Minnesota	2020
Diploma in financial management	IBMI, Germany	2018
Social media management mastery	Bizgurukul	2024
Digital marketing	Bizgurukul	2024
LinkedIn mastery	Bizgurukul	2024
Stock market mastery	Bizgurukul	2024
Content writing mastery	Bizgurukul	2024
Copywriting marketing	Bizgurukul	2024
Affiliate marketing	Bizgurukul	2024
Advance personality development	Bizgurukul	2024
Google & Facebook ads mastery	Bizgurukul	2024

SKILLS

MS-Office, Team management, Public speaking, Creative Writing, Leadership skills, Soft skills, Verbal and written skills, Entrepreneurial skills, Sales and Marketing

CO-CURRICULAR ACTIVITIES

- Achieved distinction and merit certificates in 5 national essay-writing competitions, showcasing exceptional analytical and writing skills, ranked among top 10% of over 500 participants nationwide enhancing personal and institutional recognition

- Gold medalist in International Olympiad of English language
- Accompanied and mentored students at an MBA fest in Hyderabad, leading them to win prizes and participation certificates and received appreciation from college management for exceptional coordination and program handling
- Received participation certificate for Online training program for the Teachers on Artificial Intelligence Tools and Techniques -Organized by Yogi Vemana University
- Received participation certificate for Online Quiz on World Tourism Day- Week celebrations- Issued by St.Joseph's degree college