

MAHRUKH FATIMA

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PROFESSIONAL SUMMARY

Creative Educator and Digital Content Specialist with 9+ years of experience in education, content creation, and social media management. Skilled in early childhood education, storytelling, SEO, and content strategy. Proven ability to manage digital platforms, enhance engagement, and design learner-centered materials.

WORK EXPERIENCE

Social Media Manager — Herbs & Essence, Pakistan (Jun 2025 – Aug 2025)

- Managed Facebook & Instagram presence, increasing engagement by 40%.
- Designed multimedia content using Canva Pro, CapCut, and Sora.
- Used Meta Business Suite for analytics, scheduling, and audience management.

Freelance Content Writer — Remote (Dec 2014 – Present)

- Produced 400+ SEO-optimized articles.
- Clients: Ask Amin, Whrill.com, ZA Gifts (UAE).
- Provided SEO and content strategy consultations, driving 25% lead growth.

English Language & Subject Teacher — Extreme Institute of Knowledge, Pakistan (Jan 2015 – Jan 2016)

- Conducted English language and subject lessons for secondary students.
- Developed creative lesson plans ensuring engagement and discipline.

Intern — Associated Press of Pakistan, Islamabad (Jun 2013 – Sept 2013)

- Translated Urdu news into English.
- Assisted in report writing and event coverage.

EDUCATION

- **Master of Arts in Early Childhood Education & Special Education** — European International University, Paris (Nov 2023 – Oct 2025)
- **Bachelor of Science in Media & Communication Studies** — University of Sindh, Pakistan (Jan 2012 – Dec 2015)

CERTIFICATES

- Advanced Content and Social Tactics to Optimize SEO — University of California, Davis — Grade: 94.70%
- Everyday Parenting: The ABCs of Child Rearing — Yale University — Grade: 94.48%
- Introduction to Early Childhood — The State University of New York — Grade: 100%
- Google SEO Fundamentals — University of California, Davis — Grade: 92.77%
- Optimizing a Website for Google Search — University of California, Davis — Grade: 95.69%
- Positive Psychiatry and Mental Health — The University of Sydney — Grade: 83.52%
- Introduction to Google SEO — University of California, Davis — Grade: 88.25%

SKILLS & TOOLS

- Content Creation & Strategy: Social Media, SEO, Blogs
- Early Childhood Education & Lesson Planning
- Software: Canva Pro, CapCut, Meta Business Suite, Sora, RunwayML
- Professional Skills: Communication, Editing, Proofreading, Storytelling
- Analytics: Google Analytics, Engagement Metrics

LANGUAGES

- English — Professional Proficiency
- Urdu — Native Proficiency

REFERENCE

Syed Fahad Hussain — Manager Training, Sandoz Malaysia
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