

AMBREEN FATIMA (AMBER OMER)

Digital Marketing and Sales Expert/Content Creator/Social Media Manager

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CURRENT JOB:

Currently working as:

- Project Head for www.ed-watch.org (Pakistan)
- Managing sales as a freelancer at www.lmsii.org (remote)

EDUCATION:

University of Karachi, Pakistan

Master of Arts, 2014 First Division

WORK EXPERIENCE:

Companies/Organization 2014-2018:

- Affiliated with a transcription company EvoicScribe Pvt. Ltd., www.evoicescribe.com in Karachi, Pakistan, as a Quality Assurance Manager, Editor and proof reader. Served almost 4 years from 2014-2017.
- Completed six-month digital marketing project by www.axact.com from October 2017 to March 2018.
- For the past 2.5 years, dedicated to the freelance work for US-based and UAE-based clients other than the regular indirect clients from Pakistan 2018-2020.
- Also handled some indirect projects for a short-term single task including Amazon product reviews, social media boosts like Facebook and Instagram, Academic Writing projects, as well as designed promotional activities like brochures, ad copy and flyers.
- Also completed some short-term projects from both direct or indirect employers through www.freelancer.com, www.fiver.com and www.upwork.com

Digital Marketing & SEO Expert 2019-2021:

- Develop and Execute comprehensive SEO strategies for various businesses and brands as a freelancer
- Designed, developed and implemented marketing and sales campaigns with emphasis on strategic marketing
- Managed digital marketing initiatives for clients and agencies including social media marketing, email marketing, and website development projects including copywriting and social media campaigns
- Drafted and Edited content for organizational publications including newsletters
- Develop and implement internet marketing and SEO strategies for external clients including keyword research,

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(Currently located in Pakistan due to father's demise)

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CERTIFICATIONS

Digital Marketing Certificate

Content Writing

Freelancing

Graphic Designing

LANGUAGES

English - Proficient

Urdu - Proficient

Chinese - Beginner

link building, content marketing, and various social media campaigns (Twitter, Instagram, Facebook, YouTube, WordPress)

- Develop advanced SEO optimization techniques with organic marketing and paid research

Content Writer/Creative Writer/Copywriter 2018-2020:

- Write SEO-friendly article and blog posts, case studies, Genre writing and Rewriting, Paraphrasing, Academic/Research articles, Essays, Fashion/Beauty/Travel/Food blogs using keywords and metatag techniques
- Draft and Develop content for social media marketing with keywords for search engine optimization (SEO) campaigns
- Write Digital content for a variety of websites with a focus on blogs as a distribution and engagement channel
- Write reviews for Amazon Affiliated products and product description for affiliate marketing
- Write reviews, blogs and articles for a guest post and ghostwriting projects
- Write short stories for e-books, guides, and online magazines
- Create content marketing for various brands and businesses as a freelancer
- Handle freelance work for clients on Freelancer, Fiverr, Peoples Per Hour and Upwork.

Sales Manager 2020-2021:

- Maintained strong social media and brand presence across Twitter, Facebook, and Instagram platforms
- Implement marketing and promotion tactics that led to growth and increase in website traffic from social media posts
- Manage social media planning for execution of marketing strategies and community management
- Serve as a visionary for social media and digital content strategy, acting as a proactive subject matter expert in social and digital media and developing team guidelines
- Derive success for all digital marketing efforts through SEO, SEM campaigns, content marketing, digital marketing and social media monitoring
- Successfully spearhead brand campaigns on social media platforms like Twitter, Facebook, Instagram and YouTube
- Create business portfolios writing Privacy Policy, About Us, Terms & Conditions, Blog Policy etc.

SKILLS:

- Expert in B2B and B2C marketing protocols
- Implement new and advanced ideas to create rapid sales growth
- Create marketing strategies and lead teams to achieve the target
- Strong communication skills
- Content creation, planning and execution with keywords utilization
- Strong research and organizational skills

- Extensive knowledge of social media advertising to create engaging posts and run successful social media campaigns
- Knowledge of social media platform terms and principles
- Working knowledge of ATS and cloud-based HRIS system

PROJECTS IN CHINA 2020:

- Recently completed the Content writing and Copywriting projects with three Chinese companies.
- From May 2020 to August 2020, worked for www.alconthing.com. The job at AlconThing included website content creation, blog writing, social media posts and digital marketing. AlconThing is a startup company which works as a professional network for Scientists, Students and Researchers to share and seek events. The project at AlconThing was for launch and promotional activity.
- From August 2020 to October 2020, was also hired by another Chinese startup www.actcongress.com where the task was to create website content and digital media platform.
- From September 2020 to October 2020, completed another website content writing project for www.iohtf.org

PROCUREMENT 2020:

Besides the jobs and tasks mentioned above, also work as an active social media person to write regular blogs and articles on a number of links:

- In the beginning of the year 2020, started writing for www.hubpages.com, www.pluginread.com, and also handled research-based articles including “CBD for Eczema”, “Do’s and Don’ts of Traveling with CBD”, “Depression and It’s Consequences”, “Why to attend Global Conferences”, “7 Reasons You Should Attend A Conference This Year”, “Covid-19 and The New World Order”, and some travelogues for China.
- Also as a social media and digital marketer, active on www.reddit.com and www.quora.com to use links and accounts for companies promotion.

CERTIFICATION/TRAINING:

- Completed online freelance digital marketing training from www.digiskills.com
- Previously, did one-year course of Graphic designing from www.arena-multimedia.com Karachi.
- Completed 3-month course for English Language Teaching, ELT.
- Also attended workshops for Content Writing and SEO-Optimization Techniques from PMI Institute, Karachi.
- Completed six-month DICE Fellowship Program through British Council for Entrepreneurs and Freelancers, January 2018-June 2018
- Enrolled in **Data Science with Python** by www.ed-watch.com
- PGCE from UK