

FATHIMA LIYANA PBI



PROFILE

I'm Fathima Liyana PBI - a creative thinking connoisseur with a flair for realistic drawing and a knack for communication and branding. As an avid reader, I'm always up-to-date on the latest trends and insights, which I use to inform my work and create brand and content that resonates with audiences. I love to dive deep into brainstorming sessions and emerge with innovative ideas that bring a smile to my clients' faces. I can capture the essence of a brand's message in just a few words, while my marketing expertise ensures that the content and communication I develop not only engages but also converts. Simply put, I'm a wordsmith by day, an artist by night, and a dreamer at heart.

SKILLS:

- Excellent writing skills
- Branding and Communication skills
- SEO and keywords
- Ability to research and fact-check
- Understanding of target audience and tone

EDUCATIONAL QUALIFICATION

FAROOK COLLEGE, AUTONOMOUS, KOZHIKODE

2019 – 2021

MA English and Literature

Government College for Women, Malappuram, University of Calicut

2016 - 2019

Bachelors in English Language and Literature

CERTIFICATIONS:

University of London

Introduction to English Common Law

Paper Presentations:

Singularities International Online Conference on LIBERTY

Presented Paper on "Palestinian Resistance Literature and Liberty On Israeli Invasion"

WORK EXPERIENCE

Apollo Adlux Hospital, Ernakulum

Branding & Communications – Executive

Nov 2022- Present

✚ Branding & Communications:

- Internal and external branding
- Managed social media of the brand
- Branding campaigns across multiple channels
- Creative and innovative thinking
- Managed brochure & leaflets for departments

✚ Content Development and Management:

- Spearheaded the coordination and development of all content and design elements for the organization's new website (apolloadluxhospital.co).
- Developed content goals and strategies.
- Created unique, simple-to-understand, and user-friendly content using basic SEO techniques.
- Managed the distribution of content through various channels, including social media.

✚ Event Management:

- Organized events such as baby showers, FB Live, PR meetings, Inaugural functions, and in-house programs
- Collaborated with other departments and team members to brainstorm subjects for creative content.

Communications and Media Relation:

- Communicated with magazines, newspapers, award forums, and internal communication.
- Managed media relations.
- Scheduled interviews, talks, and FM recordings for doctors.
- Managed PR agency, media agency, creative agency, etc

Internal Communications:

- Creativity and imagination
- Ability to meet deadlines
- Communication and collaboration skills
- Strategic thinking and planning skills
- Understanding of market trends and competition
- Creativity and innovation
- Excellent communication and interpersonal skills
- Analytical skills for data interpretation
- Ability to manage and prioritize tasks
- Strong teamwork and collaboration
- Creativity and imagination
- Technical skills for software usage
- Ability to manage and organize data
- Willingness to learn and adopt new features and updates
- Adaptability and problem-solving skills
- Group Management and event organizing skills
- Continuous learning and self-improvement

Language Fluency in: Malayalam, English
Writing & Reading: Hindi, Arabic

CONTACT

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References:

- Bejoy Changarath, Previous GM Marketing
- Anil Kumar TG, Assistant General Manager, Marketing, Apollo Adlux Hospital, +91 99954 30919
- Ashwin PS, Senior Manager HR, Apollo Adlux Hospital, +91 98468 29070

- Managed and developed content for internal magazines, newsletters, and bulletins.
- Formed content and formulated internal branding needs.

Digital Marketing:

- Optimized website content and structure for search engines.
- Conducted keyword research and analysis.
- Google Analytics
- Created and managed social media content.

Intersmart Technologies

Freelance Content Writer

2021 – 2022

- Produce high-quality written content on a variety of topics, such as blog posts, articles, product descriptions, social media posts, and web copy.
- Conduct thorough research and gather relevant information to ensure the accuracy and credibility of the content.
- Collaborate with the design and marketing teams to develop effective and creative content strategies.
- Edit and proofread content to ensure it is error-free and meets the required standard.
- Stay up-to-date with industry trends and best practices to maintain a competitive edge.
- Manage multiple projects and deadlines effectively.
- Utilize SEO key words to optimize content for search engines and increase visibility and traffic.
- Adhere to ethical and legal standards, such as copyright laws and plagiarism guidelines.

Islahiya Higher Secondary English Medium School

Spoken English Trainer

2021 – 2022

- Developing, implementing, and delivering lesson plans and instructional materials for the improvement of students' spoken English skills
- Conducting classes and workshops to encourage and support students to practice their oral communication skills
- Providing feedback and evaluation on students' speaking abilities and progress, and offering individualized suggestions and strategies to improve their communication skills
- Creating a supportive and motivating classroom environment that encourages learning and participation
- Evaluating students' performance and progress through assessments, presentations, and other means, and providing regular reports to parents or other stakeholders

Freelance Content & Copy Writer

2016