



FATIMAH HAROON

MARKETING STRATEGIST
MEDIA PRODUCTION
FILM MAKER
PHOTOGRAPHER
BRAND MARKETER
CONTENT CREATOR
DIGITAL MARKETING MANAGER

PERSONAL PROFILE

CONTACT INFORMATION

www.fatimah.ai

DOB: 19- Feb-1994

www.instagram.com/fatimahharoon

Email: hi@fatimah.ai

Contact Number: +971 509396784

Address: JLT, Dubai

HIGHLIGHTED SKILLS

- Marketing Director
- B2B & B2C (3+ years)
- Excellent Communication Skills
- Digital Marketing
- Brand Marketing
- Content Creation
- Editing
- Public Relations
- Social Media Management
- Search Engine Optimization
- Photography
- Videography
- Cinematography

MY REFERENCES

Joanna Lipper of Vertumnus Production

joanna@joannalipper.com

Rayan Khan of HELLO! Magazine

rayankhan@hellomagazine.pk

Ministry of Human Rights, Pakistan

saleha.zahidehaqooqepakistan.com

Richard Botley of BitDrive Crypto

cmo@bitdrive.com

Additional Leadership

- Guest Lecturer at NUST University
- Guest Lecturer at GIKI University
- Chief Judge at BCU Media Day
- Mentored over 50+ Students
- Humans of London
- House Representative at Sanctuary Housing London, for three years

PROFESSIONAL EXPERIENCE

Owner at Fatography | 2009 - Present

DIRECTOR, MARKETING, PUBLIC RELATIONS, PHOTOGRAPHY
AND FILM PRODUCTION - CAD - LDN - DXB - USA

Digital Content and PR Manager: Managed official social media accounts for renowned global influencers with over 4+ million followers on critical platforms such as Instagram and Facebook, and brands such as **Samsung, Vertumnus Productions UK, IDEAS, Infinix, CocaCola, United Nations, Netflix, L'Oreal, Hanway, Pathe, HELLO Pakistan, and Kew Media.**

www.fatography.ai

www.instagram.com/fatography.ai

www.facebook.com/fatographyai

www.linkedin.com/in/fatimahharoon

Owner at FatoChocolat.co | 2020 - Present

BESPOKE CHOCOLATES & COOKIES

Fato Chocolat proudly holds the distinction of being Pakistan's inaugural bespoke chocolate brand, offering a uniquely tailored and personalized chocolate experience.

www.fatocholat.co

www.instagram.com/fatochocolat.co

www.linkedin.com/in/fatimahharoon

Marketing Executive at eRoutinepk Cafe PVT Ltd

Responsible for developing, implementing, and managing comprehensive marketing strategies, with a primary emphasis on photography, videography, editing, and social media marketing. This role will also involve overseeing SEO, running 360 campaigns, and handling various operational logistics.

Marketing Director at eMillionero UAE

MARKETING - DUBAI, UAE | 2021 - MARCH 2022

An online Global marketplace where users buy, sell, and trade cryptocurrency. BitDrive Exchange works similar to an online brokerage, as users can deposit fiat currency (such as U.S. dollars), and use those funds to purchase cryptocurrency. Licensed by Portugal, a new social crypto community offering fun and simple investing for everyone. BitDrive is an all-rounder Crypto Exchange that offers NFT's and much more.

EDUCATION

Birmingham City University, UK 2016 – 2017

MA FILM MARKETING & DISTRIBUTION

- Maintained a 2.1 Grade
- Consistent dean's lister
- Features editor of the college newspaper
- Film Audiences and Distribution Landscape
- Film Value Chain
- Film Festivals
- Marketing and Public Relations
- Film Marketing (Planning and Deployment)

University of the Arts London, UK 2013 – 2016

BA FILM & TELEVISION

- Film Making
- Film History
- Direction
- Story Boarding
- Sound
- Documentary
- Script Writing
- Development of Script Writing
- Audiences and Impact

Birbeck University of London, UK 2012 – 2013

FOUNDATION IN HUMANITIES

- Maintained a 2.1 Grade
- International Relations
- Psychology
- Media

Headstart School, UK 2008 – 2012

A-LEVELS

- Economics
- Psychology
- Law
- International Relations

Additional Leadership

- Guest Lecturer at NUST University
- Guest Lecturer at GIKI University
- Chief Judge at BCU Media Day
- Mentored over 50+ Students
- Humans of London
- House Representative at Sanctuary Housing London for three years

Production Contractor at UNDP Pakistan

FILM PRODUCTION – ISLAMABAD, PK | 2020

Served as the key production vendor covering a high-level three-day workshop called UNDP Innovation-AccLab Pakistan, part of UNDP's global flagship network of 60 labs serving 78 countries.

Public Relations Implementation Manager at L'Oréal

MARKETING & PUBLIC RELATIONS IN FRANCE | JUNE 2017

A-listers Deepika Padukone (43+ million), Sonam Kapoor (24+ million), Arnold Schwarzenegger (19+ million), Ashwariya Rai Bachchan (8+ million): Executed strategic PR by planning upcoming media interviews and promotions as well as created digital content working alongside external copywriters and stakeholders.

Partnership Manager at 70th Cannes Film Festival & Kew Media

GLOBAL DISTRIBUTION AT CANNES, FRANCE | MAY 2017

Negotiated film deals with producers to get rights to distribute a diverse catalogue of film, television and digital assets to broadcasters and viewing platforms across the World

Social Media Strategic Manager for Global Influencers | Jan 2017 – Present

MARKETING, PUBLIC RELATIONS & CONTENT CREATION

Followed key trends and explored new methods to gain more traffic on digital marketing campaigns and gained 50% more organic traffic within 14 months)

Animator at Blue Secure Netherlands

FILM PRODUCTION – ISLAMABAD, PK | 2020

Produced an educational PR animation on using digital apps for up-to-date COVID-19 information.

Multimedia Asset Manager at Vertumnus Production

FILM PRODUCTION – LONDON, UK | 2016– 2017

Led the set-up, management and optimization of campaigns, serving as the social media strategist and consulting on Bollywood Films and talent.

Campaign Co Videographer/Editor at Ministry of Human Rights Pakistan

PRODUCTION – 2020 ISLAMABAD, PK

2nd DOP and editor of a human rights campaign, in partnership with the European Union, targeting and educating the youth of Pakistan with a series of impactful videos and graphics.

NOTABLE MENTIONS

Throw her to the Wolves, watch her return, leading the pack.

<http://www.grazia.pk/>

For photographer Fatimah Haroon, success is a journey, not a destination!

<https://dailytimes.com.pk/>

“Picture Perfect”

The Express Tribune

“HOP UN WOMEN”

Humans of Pakistan

“Fatography: Profiling one of Islamabad’s youngest talents”

Dawn News

For photographer Fatimah Haroon, success is a journey, not a destination!

Dailytimes

Fatimah Haroon to Bring Us the First Pakistani Photoshoot of Turgut Alp

vocal.media

This Pakistani Photographer

mangobaaz

Fatimah Haroon: The first woman from Pakistan to study cinema, TV, and marketing at Central Saint Martins

<https://vocal.media/>

What Is Success?

hubpages

Digital Content Creator at Six Sigma Entertainments & 7th Sky Entertainment

ASSISTANCE IN PRODUCTION - 2011 - 2012 KARACHI, PK

In charge of BTS, photography, graphic designing, and creating impactful PR packages; applauded for proactiveness and exceptional attention to detail

Social Media Strategic Head

Skilled in SMM, running campaigns for the targeted audience, following trends and constantly working on the reach, traffic, and keeping the audience well-engaged and creating brand awareness for 20+ brands.

Photography & Cinematography

Provided high-quality camera experience in strategic and conceptual thinking with a strong understanding of visuals to over 200+ clients; Expert in editing and skin-toning on Photoshop and Adobe Lightroom (200+ photoshoots)

Production

Managed a 25+ employee-production team, effectively undertaking a wide range of freelance projects by setting objectives, accomplishing targets and exceeding expectations; working alongside web development projects to create branded pages and PDPs.