

SHAIKH NOORUSABA FAROOQ

Social media manager, Digital Marketing Executive

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ABOUT ME

Results-driven Social Media Manager with 1 year and 6 months of total experience in Managing and executing end-to-end social media strategies across Instagram, Facebook, LinkedIn, YouTube, and Twitter. Proven track record of Increasing engagement organically by over 80% and reaching an average of 70% new audiences monthly through strategic, data-driven content monthly.

Skilled in team management, Digital marketing campaigns, content planning, SEO, paid ads, and analytics. Proficient in tools like Hootsuite, Canva, and Meta Ads Manager. Focused on driving brand growth, lead generation, and business development through creative strategy.

WORK EXPERIENCE

Social media manager (Intern)

Feb 2025 - September 2025

The Investor Co.

- Drove exceptional organic growth, achieving 350,000+ views, 7,000+ interactions, and 350+ new followers, with an average 70% reach to new audiences monthly—all without paid promotions.
- Conceptualized and launched engaging Instagram Reel series, blending trending formats, memes, and educational content with a touch of humor to boost shareability and audience retention.
- Stayed ahead of platform trends and algorithm updates to consistently deliver fresh, relevant, and high-performing content.
- Led and coordinated a creative team of writers and designers to produce visually compelling and audience-focused campaigns.
- Implemented strategic scheduling and optimization through Hootsuite and Buffer to maintain a strong, consistent brand presence across platforms.
- Leveraged competitor insights and market trends to fine-tune content strategy, ensuring maximum engagement and brand relevance.

Digital Marketing Intern

April 2024 - Jan 2025

IPS Technologies

- Designed and executed comprehensive digital marketing campaigns across social media, email, and web platforms.

- Achieved a 35% increase in engagement and improved organic search rankings by 30% through SEO optimization.
- Created visually appealing and engaging content for multiple platforms to enhance brand visibility.
- Generated and nurtured leads via social platforms and Marketing campaigns.
- Collaborated with internal teams for business development.
- Planned, executed, and optimized Meta Ads campaigns to drive targeted traffic, generate leads, and increase brand awareness.

EDUCATION

Bachelor of Arts

Yashwantrao Chavan University, Nashik, Maharashtra

2017 - 2020

CERTIFICATIONS

- Google Ads for Beginners - 2024
 - YouTube Marketing - 2024
 - Video Editing Basics - 2024
 - Introduction to Digital Marketing - 2024
 - Content Marketing Basics - 2024
 - Affiliate Marketing - 2024
 - Social Media Marketing - 2023
 - Introduction to Artificial Intelligence - 2023
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SKILLS

Technical Skills

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|---|---|---------------------------------------|
| • Social Media Strategy & Campaign Management | • SEO Optimization | • Canva, Meta Ads Manager, Google Ads |
| • Instagram & Facebook Advertising | • Content Creation & Scheduling (Hootsuite, Buffer) | • Video Editing (Basic) |
| • Analytics & Performance Tracking | • Team Leadership & Project Coordination | |

Soft Skills

- Communication • Critical Thinking • Time Management • Teamwork • Creativity

Marketing Skills

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|--------------------------|---------------------|--------------------|
| • Content Strategy | • Trend Forecasting | • Lead Generation |
| • Social Media Campaigns | • Brand Positioning | • Hashtag Research |

Business/Strategic Skills

- Business Development • Strategy Alignment • Market Research • Cross-team Collaboration

LINKEDIN PROFILE: www.linkedin.com/in/shaikh-noorusaba-farooq-a48967370