



Tayyaba Malik

Social Media Marketer | Content Writer

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Dubai, UAE

ABOUT ME

Results-driven Social Media Manager and Content Writer with a proven ability to craft effective digital strategies and engaging content for diverse industries. Experienced in collaborating with global startups, agencies, and established brands to deliver data-informed campaigns that elevate brand presence and drive measurable outcomes.

EDUCATION

BACHELOR OF COMPUTER SCIENCE (FYDP) - 2016

Lahore College for Women University – Lahore, Pakistan

CORE COMPETENCIES

SOCIAL MEDIA MARKETING

Strategy Development | Platform Management (Instagram, LinkedIn, Facebook, TikTok, Twitter) | Analytics & Reporting | Meta Ads Manager | Paid Campaigns | Trend Monitoring | Community Engagement

CONTENT WRITING

SEO Content | Blog & Web Copy | Copywriting | Storytelling | Grammar & Editing | Research & Brand Voice Alignment

SHARED SKILLS

Content Planning | Visual Design (Canva) | Team Collaboration | Time Management | Adaptive Communication | Campaign Execution

PROFESSIONAL EXPERIENCE

FREELANCE CONTENT WRITER & SOCIAL MEDIA MANAGER

COUNSELTRAIN TECHNOLOGIES – DUBAI, UAE | JUNE 2022 – PRESENT

- Produced SEO-driven blog content and marketing copy, improving organic reach by 40%.
- Planned and executed social strategies, growing engagement and followers by up to 50% monthly.
- Created brand-aligned graphics using Canva to support post visibility and recognition.
- Scheduled content and managed editorial calendars to maintain consistent brand voice.
- Collaborated with clients to align messaging with business goals, boosting conversions.

MARKETING & COMMUNICATION EXECUTIVE

SNG EMPLOYMENT & FACILITIES SERVICES – DUBAI, UAE | APR 2022 – APR 2023

- Directed website revamp and SEO improvements, resulting in a 35% increase in traffic.
- Elevated LinkedIn presence, leading to a 50% growth in followers and better B2B engagement.
- Designed professional marketing materials that enhanced brand appeal.
- Oversaw daily content creation and platform engagement, increasing visibility by 60%.
- Ensured all communication remained aligned with brand identity and objectives.

CERTIFICATIONS

GOOGLE

- Digital Marketing Fundamentals
- Google Ads Certification
- Advanced Google Analytics

HUBSPOT ACADEMY

- Digital Marketing Certification
- Inbound Marketing Certification
- Social Media Certification

TOOLS & PLATFORMS

SOCIAL MEDIA MANAGEMENT

Meta Ads Manager | Meta Business Suite | Hootsuite | Later | Sprout Social | Planable | LinkedIn Campaign Manager | Google Data Studio

CONTENT & SEO TOOLS

Grammarly | Hemingway | WordPress | Wix | Webflow | Yoast SEO | Rank Math | Surfer SEO | Ahrefs | SEMrush | Frase | Clearscope | Jasper AI | Google Search Console | ContentKing

DESIGN

Canva | Adobe