



# FATIMAH HAROON

FILM MAKER  
PHOTOGRAPHER  
BRAND MARKETER  
CONTENT CREATOR  
DIGITAL MARKETING MANAGER

## PERSONAL PROFILE

With 10 years of experience in Digital Marketing Management, Film Making, Photography, Editing, SMM, SEO, CRM, Public Relations, Clientele Management and Sales Management. I am not only equipped with the correct aesthetics and knowledge required to catch the attention of our targeted audience, a wide variety of skills of thinking out of the box to strategies, conceptualising, story building and creating trending content in different mediums required to succeed in being noticed globally.

## HIGHLIGHTED SKILLS

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

## CONTACT INFORMATION

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## 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

## PROFESSIONAL EXPERIENCE

### 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

### 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.

### Media Campaign Leader at Ministry of Human Rights Pakistan

PRODUCTION - 2020 ISLAMABAD, PK  
Led design, production and marketing 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.

### 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.

## 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

## Additional Leadership

- Guest Lecturer at NUST University
- Guest Lecturer at GIKI University
- Chief Judge at BCU Media Day
- House Representative at Sanctuary Housing London for 3 years

## NOTABLE MENTIONS

“Picture Perfect”  
The Express Tribune

“HOP UN WOMEN”  
Humans of Pakistan

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

### **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.

### **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

### **Owner at Fatography | 2009 - Present**

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

Digital Content and PR Manager: Managed official social media accounts for renowned global influencers with over 40+ million followers on key platforms such as Instagram and Facebook, and brands such as **Samsung, Vertumnus Productions UK, IDEAS, Inifinix, Amanah Group of Industries, HELLO Pakistan, and Kew Media.**

[www.fatography.co](http://www.fatography.co)

[www.instagram.com/fatographyofficial](https://www.instagram.com/fatographyofficial)

[www.facebook.com/fatographyofficial](https://www.facebook.com/fatographyofficial)

### **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 strong understanding of visuals to over 200+ clients; Expert in editing and skin-toning on Photoshop and Adobe Lightroom (100+ photoshoots)

### **Production**

Managed a 12 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.

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

MARKETING, PUBLIC RELATIONS & CONTENT CREATION

Momina Mustehsan (3+ million followers), Mehwish Hayat (3+ million followers), Bilal Abbas Khan (1.5+million followers): Followed key trends and explored new methods to gain more traffic on digital marketing campaigns and gained 50% more organic traffic within 14 months)