

Fathima Shaw

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ABOUT ME

My most recent job was as a copywriter for a legal services firm based out of Ann Arbor, Michigan. As a copywriter, I wrote both business and legal copy and content. The content I wrote ranged from legal blog articles upwards of 250 words, to planning law related landing pages and digital marketing for our company. With my content we pushed sales upwards by 10%.

I have a flair for witty and long-form copy such as blog articles, webpage content, and company profiles.

Further, I am experienced in manual and computer-aided drafting in design, and have 2 years of experience drafting and creating working floor plans for clients across Chennai, Tamil Nadu.

EDUCATIONAL BACKGROUND

- Associate's Degree – Liberal Arts
2002-2003
Cypress College; Cypress, California
- Bachelor's in Interior Design and Decor
2003-2006
Justice Basheer Ahmed Sayed College; Chennai, India
- Master's Diploma in Interior Architecture and Design
2010-2011
Dream Zone, Mylapore; Chennai, India

WORK EXPERIENCE

As of April 2016, I worked as a copywriter and social media manager for an Ann Arbor-based law practice in Chennai. I specialize in long form copy, online marketing content, and monitored social media campaigns.

In the design field, I have executed various design projects in India, and plan to do similar ones in the future. I worked with Paramount Builders, Chennai, to remodel their school of design. I have also been commissioned to design jewelry pieces, as well as concept designs for showrooms and restaurants which were worked out both manually and with computer aided software.

- Content Writer at LegalEase Solutions LLC; Ann Arbor, Michigan
- Agency Manager at Seven Eight Six Travel & Tours SDN BHD; Kuala Lumpur, Wilayah Persekutuan
- Founder at Teeny Threads; Chennai, Tamil Nadu

SKILLS

Design

1. Software :
 - Adobe Photoshop CS4 and CS5
 - 3D Studio Max
 - Autodesk AutoCAD 2010
 - Jewelry CAD
 - Google Sketch Up
 - ArtWeaver 1.5
 - Microsoft Office Studio
2. Manual drafting
3. Photo Restoration
4. Logo Design
5. Graphic Design

Writing

1. Blog articles (~500 words)
2. SEO optimization and creation of keywords
3. Advertisement copy
4. Webpage content

5. Product descriptions

Social Media Management

1. Setting up, and monitoring social media platforms consistently, to accelerate business outreach and growth
 - a. Instagram
 - b. Facebook
 - c. Twitter
 - d. LinkedIn
 - e. Pinterest
 - f. Tumblr
2. Analyzing social media trends and optimizing for business goals
3. Predicting trends, and creating strategy accordingly

LANGUAGES SPOKEN

1. ENGLISH – Fluent in written/spoken/reading.
2. TAMIL – Fluent in spoken. Basic in written/reading.
3. HINDI – Basic in written/spoken/reading.
4. URDU – Basic in spoken.