



Failama Ali

Education

- **BA (Hon) Business Management**
Middlesex University,
Dubai Class Of 2025 - 2026
- **Pursuing 1st Year Under Graduate Program**
- **HSC**
Falconhouse Grammar
School & College
Hyderabad, Sindh,
Pakistan, 2024

Profile

Motivated and detail-oriented undergraduate Business Management student with a solid understanding of organisational strategy, financial analysis, and marketing fundamentals. Seeking to use academic knowledge and internship experience to contribute to the growth and success of an organization while continuously learning and developing myself professionally.

Interests

Travel
Reading

Contact

+971-569484041

Professional Courses

- "Social Media Marketing Strategy: TikTok and Instagram Reels" by Ashley Kennedy!
- "Social Media Marketing: Strategy and Optimization" by Martin Waxman!

Professional Experience

- Edited short-form video content for platforms like TikTok, Instagram Reels, and YouTube Shorts using CapCut.
- Applied transitions, filters, and motion effects to enhance video storytelling.
- Designed engaging text overlays, captions, and subtitles for improved accessibility and reach.
- Optimized audio tracks by mixing background music, voiceovers, and sound effects.
- Created branded video templates to streamline content production.
- Utilized CapCut's key frame animations for smooth motion graphics.
- Exported and optimized videos in various resolutions and aspect ratios for cross-platform publishing.
- Collaborated with teams/clients to deliver high-quality edits under tight deadlines.
- Leveraged CapCut's AI tools (background remover, auto-captioning, and templates) to improve editing efficiency.

Leadership & Activities

Shadow Vice President, Biodiversity and Wildlife Conservation Club Middlesex University, Dubai | December 2024 – Present

Mission Statement: To engage students in experiential learning and research in biodiversity and wildlife conservation, connecting them with industry experts to build a comprehensive understanding of the ecological impact of businesses and individual actions, and equipping them to make informed, nature-supportive decisions.

Volunteering

Dubai Marathon

- Coordinated the medal distribution at the finish line of the race to the participants.
- Managed the baggage claim booth post-race to ensure the belongings of the participants were returned swiftly.

Al Noor Rehabilitation & Welfare Association For People Of Determination

- Coordinated and managed a gaming booth which contributed to the charity revenue for the organization.
- Coordinated in setting up the booths for the event and also managed the data entry of the students

Skills

Social Media Marketing Skills

- **Content Creation** – writing posts, captions, and creating graphics/videos (e.g., Canva, CapCut, Photoshop).
- **Copywriting** – crafting engaging and persuasive text tailored for different audiences.
- **Graphic & Video Editing** – designing visuals and editing short-form content for TikTok, Instagram Reels, YouTube.
- **Platform Management** – scheduling, posting, and monitoring accounts on platforms like Instagram, Facebook, LinkedIn, TikTok, and X (Twitter).
- **Social Media Strategy** – planning campaigns, content calendars, and aligning posts with brand goals.
- **Analytics & Reporting** – tracking performance (engagement, reach, conversions) using tools like Meta Business Suite, Google Analytics, or Hootsuite.
- **Advertising & Paid Campaigns** – creating and managing ads on Facebook, Instagram, TikTok, and LinkedIn Ads Manager.
- **SEO for Social Media** – optimizing hashtags, keywords, and profiles to boost visibility.
- **Trend Awareness** – staying up to date with social trends, memes, and algorithm changes.

Technical Skills: Proficient in Microsoft Office Suite (Excel, PowerPoint, Word), Google Workspace

Soft Skills: Leadership, teamwork, effective communication, time management.