

RIDA FATIMA

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SKILLS

HARD SKILLS

- Social Media Marketing
- Influencer Marketing & Outreach
- Community Management
- Content Creation (UGC)
- Campaign Planning & Execution
- Market Research
- Social Media Analytics
- Copywriting
- Canva / Graphic Design
- Video Editing (Short-form content)
- Marketing Automation
- Event Marketing

SOFT SKILLS

- Communication
- Creativity
- Storytelling
- Persuasion
- Audience Engagement
- Networking
- Relationship Building
- Teamwork
- Adaptability
- Time Management
- Problem Solving
- Attention to Detail

EDUCATION

Rochester Institute of Technology (RIT) – Dubai, UAE

Bachelor of Science in Marketing (Expected 2029)

- Building strong analytical, quantitative, and strategic skills through case studies, projects, and practical applications in business and marketing.

EXPERIENCE

Freelance Community Manager – Dunkin' UAE

- Manage community engagement, coordinate influencer collaborations, and assist in developing scripts for brand shoots and social media content.
- Appear in brand UGC and promotional videos for Dunkin' UAE social media campaigns

Pearson Student Ambassador

- Represent Pearson on campus by promoting academic resources, engaging with students, and organizing events and initiatives to increase awareness of Pearson learning tools.

Adobe Student Ambassador

- Represent Adobe on campus by promoting creative tools, engaging with students, and supporting initiatives that encourage the use of Adobe products for design, content creation, and digital projects.

EXTRACURRICULAR

Club President – PitStop Motorsports – RIT Dubai (2025 – Present)

- Spearheaded the launch of a motorsports club at RIT Dubai. Organized racing simulations, industry speaker sessions, and collaborative events with other university clubs. Built team leadership, sponsorship outreach, and project management skills.

Student Ambassador – RIT Dubai (2025 – Present)

- Guided prospective students and families, shared personal academic experiences, and assisted the admissions team with outreach initiatives.

Athletic Volunteer – RIT Dubai (2025 – Present)

- Assisted in organizing inter-university tournaments. Encouraged student participation, coordinated logistics, and supported athletic staff to ensure smooth event execution.

CERTIFICATION

- ISO 9001:2015 Quality Management System (QMS)
- Volunteer Certificate – The Doers Summit, Dubai (2025)

LANGUAGES

- **Spanish** - Beginner
- **English** - Fluent
- **Hindi** - Fluent
- **Urdu** - Fluent