

Syeda Fatima Shah, CAPM PMI (R)

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Professional Summary

Multifaceted Project Manager and Marketing Professional with 8+ years of experience leading high-value initiatives across real estate, education, and nonprofit sectors. Proven success in coordinating cross-functional teams, driving audience engagement, creating impactful marketing campaigns, managing stakeholder communications, and driving project delivery across geographically dispersed teams.

Skilled in leveraging analytics to optimize marketing strategies, digital collaboration, and construction documentation workflows in CRMs.

Seeking to apply hands-on marketing and project coordination expertise to support and elevate large project initiatives.

Core Competencies

- Digital Media content creation
- DVCs direction, Brand Storytelling, Influencer Management
- Real Estate Project Coordination and launches
- Stakeholder & Vendor Management
- Digital Documentation & Reporting
- Primavera, MS Project, Asana, JIRA
- Budgeting & Milestone Tracking
- Agile Project Management
- Technical & Cross-functional Communication

Professional Experience

Chief Brand Strategist

Brand Tribeca, Toronto, **Canada** | October 2021 – Present

- Collaborated with Droplets of Mercy, a Canadian charity, to research, strategize, and raise project fundraising efforts worth \$365,000 for Disaster Relief, WASH, and Food Security in Central Africa and the Middle East in 2025.
- Partnered with AXN Ai, a Canadian tech start-up aiming to raise \$200,000 in 18 months. Developed a branding strategy, website copy, and outreach via email marketing to reach a 600% increase in clients in 15 months.
- Led digital brand development for cyber security and tech firms such as AXN AI and Ferro Technic (Toronto Based Tech consultants).
- Revamped Precision Partners' (UK-based Tech Consultants) website copy and crafted profiles for all members of the C-Suite, enhancing the company's online presence and professional image
- Created SOPs and managed project workflows for 14 client accounts simultaneously.

Grant Writer & Coordinator

MaKami College, Calgary, **Canada** | July 2024 – January 2025

- Coordinated grant proposal development and contract negotiations with provincial and federal stakeholders, securing \$200,000 in early funding from Government of Alberta and Calgary Foundation
- Developed performance dashboards and reporting frameworks to track contract and project outcomes, ensuring 100% compliance with terms.
- Authored technical communications and collaborated with legal and finance teams to streamline project deliverables.
- Submitted 5 high-value grant proposals within 60 days, enhancing funding prospects for educational programs focused on sidelined groups.

Social Media Marketing Manager

Defence Housing Authority, **Pakistan** | October 2022 – June 2024

- Led infrastructure marketing campaigns, including the River View sector launch (Rs1.3M budget), generating Rs1.5B in revenue.
- Coordinated the Innovista IT Park launch with 2,500+ attendees and simultaneous live streams to 18 sites.
- Increased social media engagement by 653% and followers by 344% within 6 months by implementing a data-driven content calendar and audience-targeting strategies.
- Increased campaign reach across NA and EU to 4M+, implementing agile collaboration between departments.
- Drafted community-related communications including press releases, video scripts, and stakeholder briefs.

Digital Content Manager

One Eleven Group, **Pakistan** | March 2021 – April 2022

- Revamped website copy, leading to a 40% increase in web conversions.
- Developed a content governance plan that standardized content creation processes and improved content quality by 100%.
- Created and managed an email drip campaign, resulting in a 34% increase in open rates and a 27% increase in click-through rates.
- Produced and managed video content, resulting in a 43% increase in website visits.
- Created and managed a content calendar, increasing the number of monthly blog posts by 45%

Outreach Specialist

Munch AI, **Remote USA** | January 2020 – November 2021

- Oversaw content workflows for AI training sets, boosting data quality by 40%.
- Increased content delivery speed by 80% with streamlined planning and team alignment.

Fundraising Consultant

Oxfam Novib, **Pakistan** | May 2017 – September 2019

- Secured €2.3M in humanitarian funding by preparing proposals and cross-team coordination.

- Built long-term donor relationships and produced reports aligned with project milestones.

Management Science Dept, NUML Sep 2014- May 2017

- Taught Business Ethics and Human Resource Management to BSc. Students
- Responsible for creating course plan, outline and developing new methods of teaching practical aspects of the subjects in a fun and interactive way
- Developed students capabilities by encouraging innovative projects and activities for practical implementation of knowledge in the work place.

Teaching Experience

- Teacher in Beaconhouse Peshawar Road Campus Junior Section Class Teacher 2014-15
- Visiting Faculty for BA students in Depts of Management and English at Foundation University and NUML 2015-2017

Education

CAPM Certification

Project Management Institute | 2025

Master of Science in Project Management

SZABIST, Pakistan | 2011

Bachelor of Science (Hons) in Project Management & International Development

University of Toronto, Canada | 2009

Certifications

- Member, Global Grant Writers Collective, Alaska, 2023
- Member, Association of Fundraising Professionals (AFP), Calgary Chapter, 2024

Technical Skills

- Marketing Tools: Meta Ads, Google Analytics, Canva, Adobe Creative Suite
- Project Management Tools: Primavera, MS Project, JIRA, Trello, Asana, Microsoft Suite
- Expertise: Social Media Marketing, Project Coordination, CRM, Construction Workflows, Brand Strategy