

FAAIZA MARYAM

CONTENT CREATOR | SHORT-FORM VIDEO | PRODUCT & LIFESTYLE PHOTOGRAPHY

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UAE Resident (Spouse Visa) • Available to Join Immediately

PROFESSIONAL SUMMARY

Creative, execution-focused Content Creator with hands-on experience producing short-form video, product and lifestyle photography, and trend-driven social content for lifestyle, travel, and consumer brands. Skilled in visual storytelling, food/product presentation, CapCut editing, and Instagram content strategy, with a track record of generating hundreds of thousands of organic views. Seeking a full-time Content Creator role in Abu Dhabi.

CORE SKILLS

Content Creation • Food/Product Photography • Short-Form Video • Reels & TikTok • Visual Storytelling • Trend Research • Video Editing • Instagram Growth • Content Strategy • Lifestyle Content

Tools: CapCut, Instagram Edits, Canva, PicsArt, Adobe Lightroom, Meta Business Suite, WordPress, Elementor, Google Analytics, Google Search Console, Google Docs, Microsoft Office, ChatGPT

PROFESSIONAL EXPERIENCE

Content Creator & Social Media Executive — Personal Brand & Portfolio, Abu Dhabi, UAE

- Produced 60+ Instagram Reels generating 200,000+ organic views by planning, filming, and editing trend-driven short-form video content
- Captured original product and lifestyle photography and videography for social content, campaigns, and personal brand storytelling, applying strong attention to lighting, angles, and presentation
- Grew audience engagement by 35% in three months through consistent posting, visual storytelling, and trend-based content
- Wrote captions and optimized hashtags to increase organic reach; monitored Instagram Insights to refine performance

Content Marketing Intern — Burj Buzz Creative Marketing (via Skillmount Academy), Dubai, UAE / July 2026

- Delivered content and campaign support across 5 concurrent client projects spanning multiple industries, maintaining consistent brand look and feel
- Produced promotional videos and social creatives using Canva and CapCut, and optimized website pages for SEO following best practices
- Produced competitor research reports on trends and formats that directly informed content strategy and campaign planning
- Managed content calendars and tracked campaign performance using Google Analytics and Search Console

PORTFOLIO & CERTIFICATIONS

Portfolio: faaizamaryam.com — includes:

- 60+ social media videos & Instagram growth examples
- Brand and product photography
- Content strategy case studies
- SEO-optimized website & content marketing projects, WordPress website design

Certifications: Google Analytics • Google Ads • Meta Blueprint • HubSpot Content Marketing • KHDA-Approved Digital Marketing

EDUCATION & LANGUAGES

Bachelor of Arts (BA in Arabic) — Islamic College Mannam, India (2020 – 2023)

Languages: English (Professional) | Malayalam (Native) | Arabic (Intermediate)