

# Words That Build Brands. Strategies That Drive Growth.

Freelance Content Writer · Ghostwriter · Personal Brand Strategist  
Helping founders, solopreneurs and businesses tell their story with intention.



[View my work](#)

Fiza Fathima  
Digital Marketing & Content Professional · Available for Freelance



Fiza Fathima · Freelance Content & Brand Strategist

I write for people  
who have something  
worth saying.

Based in Dubai · Working worldwide

I help founders, coaches and growing businesses find their voice and use it with intention.  
My work sits at the edge of strategy and language: I'm as comfortable building a content  
system as I am crafting a single sentence that needs to land.

Content Writing · Ghostwriting · Personal Brand · Project Management

*"Every word should earn its place on the page and every strategy should earn the words it produces."*

4

CORE SERVICES

3+

YEARS WRITING

100%

REMOTE · WORLDWIDE

Content strategy · SEO writing · Brand voice development · LinkedIn ghostwriting · Editorial planning · Newsletter writing · Notion · Trello · Tone of voice guides

## O1 Content Writing

SEO-informed articles, blog posts, and web copy that rank and actually get read. I write for brands that want organic visibility without sounding like a content farm.

Deliverables: Blog posts (600–2,000 words) · Web page copy · Pillar articles · Product descriptions  
Best for: E-commerce, SaaS, D2C brands, agencies

## O2 Ghostwriting

Your ideas, your voice, written by me. I ghostwrite LinkedIn content, newsletters, thought leadership articles, and opinion pieces for founders and executives who have things to say but not the time to write them.

Deliverables: LinkedIn posts (3–5/week packages) · Newsletters · Op-eds · Speaker bios  
Best for: Founders, coaches, executives, consultants

## O3 Personal Brand Development

Before you post anything, you need to know what you stand for and how you sound. I build brand voice guides, content pillars, and positioning frameworks so your content always feels cohesive wherever it appears.

Deliverables: Brand voice guide · Content pillar framework · Bio writing (long + short) · Tone document  
Best for: Solopreneurs, coaches, new business owners

## O4 Content Project Management

Great content falls apart without a system. I build editorial calendars, content workflows, and Notion/Trello setups that keep your content operation running on time, every time.

Deliverables: 30/60/90-day editorial calendars · Notion content OS setup · Workflow documentation  
Best for: Startups, marketing teams, content-heavy businesses

# Case Study A · Statement of Purpose (SOP) writing

Ghostwritten application essays for international students applying to universities abroad.

Wrote personalised Statements of Purpose for international students applying to UK, US and Canadian universities translating their experiences into compelling academic narratives.

- Monetary collaboration would be required.
- **Top - tier influencers (100k to Millions of followers)**
  - Consists of individuals who consider Instagram influencer marketing as their full-time job or major public figures.
  - Diluted fan base despite more followers.
  - Expensive.

**Roadmap to choosing influencers :**

- Choose the platform you need influencers for/from.
- Select the category of Influencers that are best suitable for the brand.
- Narrow down your search by filtering the buckets of location, follower base, and engagement of influencers.
- Carry out a brand-check for your influencers to know how they've performed for a competitive/similar brand as yours.
- Monitor the performance of each influencer with their insights.

**Means to direct traffic through influencers :**

- Co-hosting blog content by joining podcasts, webinar sessions, round up posts etc ie, partnering with other content creators such as stand up comedians, youtubers or meme - page owners.
- Guest posting/Special Mentions/Product shot/Unboxing videos/Reviewing our collection by influencers is another medium of creating brand awareness.
- Getting tagged by consumers/influencers on their insta handles as well as commenting on other posts.
- **Collaborate for a social cause :** 80% of consumers would be willing to buy from an unknown brand if it is strongly committed to fulfilling its corporate social responsibility.

**Value Add to SIA (Singapore Airlines Airport Operations)**

**\*\*1. Brand Value\*\***  
Our café will enhance the overall passenger experience at the airport, offering a premium, yet welcoming atmosphere that aligns with Singapore Airlines' commitment to world-class service. With a focus on high-quality, locally-sourced ingredients, we will emphasize an authentic culinary experience that reflects both Singapore's multicultural identity and international appeal. The café will be positioned as a luxury yet accessible retreat for travelers, contributing to the airport's reputation as a hub of comfort and convenience.

**\*\*2. Innovation in Technology\*\***  
We will implement cutting-edge technology to streamline operations and enhance customer service. Our digital ordering system will allow passengers to place and pay for their orders via a mobile app, reducing wait times and improving efficiency. Additionally, our café will feature self-service kiosks for quick orders and payment, and a real-time notification system to alert customers when their order is ready. These innovations will not only enhance the passenger experience but also contribute to operational efficiency.

**\*\*3. Business Development & Marketing Strategy\*\***  
Our business development strategy revolves around forging strong partnerships with the airport, as well as local suppliers, to ensure a consistent flow of high-quality, fresh products. We will develop tailored marketing campaigns to promote the café, with a special focus on digital engagement through social media, loyalty programs, and promotions aimed at travelers arriving at the airport. By focusing on both local and international customers, we aim to build a strong brand presence in the airport's high-traffic areas, ensuring long-term profitability and customer retention.

**\*\*4. Green Contribution\*\***  
As part of our commitment to sustainability, our café will prioritize eco-friendly practices. We will use biodegradable packaging, offer reusable cups, and work closely with suppliers who practice responsible sourcing. Additionally, the café will implement energy-efficient appliances and reduce food waste by donating items to local charities. These green initiatives will not only align

Another method that the company can employ is to collect information about the customers' likes and dislikes. This will be conducted before and after the purchase itself. The market today has come to a point where customization and customer preferences are given top priority.

The first survey will contain basic questions about what the customers are expecting from us as a company and a clothing brand, the questions could be as basic as that of the material as minute as what customer service they are expecting to receive from the company. For this, the company can employ 'mailchimp', which is a marketing automation platform designed and developed for businesses using email to reach out to target markets. This makes the job easier on the company because the automation in terms of mailing lists and its feature of creating custom email templates.

Another survey that we can conduct is through Instagram by conducting simple polls on the IG handle of the company giving the customers an option to choose one over the other in terms of material and print.

The feedback will be conducted right after the purchase or the delivery of the customer. The platform could create an automation where the customers would receive a feedback form right after they've received the "delivered" mail and the customers are expected to fill out their feedback regarding the product. The company could also create a pop-up feedback form on the website itself where the customers can rate the shopping experience.

- Street Marketing  
Another marketing strategy to employ is to market the product into the common lives of the people. Make the products visible everywhere :- hoardings, billboards, include a part of the product detail into the small aspects of lives.  
Eg :- Nike did a campaign where they painted their logo on broken benches of a park, urging the citizens to 'Just do it' instead of sitting around.
- Retail stores  
The company can get third parties to franchise the brand in various retail outlets or display the products in existing outlets and let the product reach a wider audience even to those who

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# Case Study B · Strategy Deck

Strategic marketing and communication deck created for an academic competition.

Developed audience positioning, content pillars and a 90-day campaign framework for a home appliance brand as part of a national marketing competition.

### Social Media Audit

Current Presence Snapshot

Platform Overview

Instagram:

- Primary platform with mixed content (reels, static, lifestyle attempts). Functions as main brand channel.

390 Posts

14.1K Followers

Highest Views: 1.2M (Influencer-based content)

### Content Pillars & Weekly Rhythm

- 30% Reach + Virality
- 25% Product Demo
- 25% Emotional Connection
- 20% Trend Relevance

#### Weekly Posting Plan — 6-7 Posts/Week

Monday: Problem-solution reels (everyday home challenges)	Mid-week: Product demos + smart living tips
Friday: Lifestyle / relatable home content	Weekend: Creator content + offers & promotions
Daily Stories: Polls, Q&A, product highlights, offers	

### Visual Strategy

#### Category Colour System

Introduce a colour-coded framework to improve navigation, feed recognition, and recall across Sanford's wide product ecosystem.

- Kitchen** (Light Blue) — Fresh, clean, everyday cooking
- Cleaning** (Turquoise Blue) — Crisp, hygienic, trusted
- Home** (Dark Blue) — Solid, trustworthy, foundational
- Lighting** (Dark Navy Blue) — Calm, reliable, ambient
- Personal Care** (Purple) — Soft, personal, premium feel

### Execution Roadmap

#### First 60 Days

- No-Fuss Living**: Build brand identity and content consistency
- Real India Stories**: Drive engagement with authentic narratives
- Content Rhythm**: Establish daily posts and visual guidelines
- Community**: Encourage interactions and measure response

The first two months establish the foundation — a consistent visual identity, a clear brand voice, and content that earns interaction rather than just impressions.

- 6-7 Posts Per Week**: Consistent daily presence across platforms
- 4 Content Pillars**: Reach, Demo, Emotion, Trend
- 5 Category Colours**: Segmented visual system for recall

# Case Study C · Content Calender

## 30-Day Editorial Calendar for a Skincare Brand

Brand voice guide, 3 content pillars and a 30-day posting calendar designed for a solopreneur with no existing social presence.

Day	Post idea	Content Idea	Caption/notes	Audios	Shot list	Location	St
1 Monday	Reel	From last sunday	Fun sunday	Idea 15	from class to home	Class/metro/nay ls' home	Do
2 Tuesday	Carousel	3 things I saw today that made me stop	smaller observations		public space, shadow, sun/moon, trees, billboard, calor combination	anywhere random	Do
3 Wednesday	Reel	POV : Figuring out 9-5 in Dubai			coffee machine, metro shots, timelapses, training tomorrow Keyboards, meeting notes, timelapes, metro, coffee machine	office, commute, cafe edits	Do
4 Thursday	Carousel	things that actually match my aestheic			pictures of coffee, random lights, elevators etc windows, escalators, lightings		do
5 Friday	Reel	Friday bruch					

Contact me  
Ready to grow your digital presence? Let's build something meaningful.

[Email: your email](#)

[WhatsApp: your link](#)

[Book a Call: Calendly link](#)

[Work With Me](#)

[Send a Message](#)

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**DESIGN NOTES (For Your Reference in Notion)**

**Aesthetic**

- Minimal
- Clean
- Neutral tones (beige, cream, muted brown, dusty rose, sage)

**Fonts**

- Headings: Playfair Display / Cormorant
- Body: Inter / DM Sans / Lato

Tutorials  
2 Posts

Reactions  
0 Posts

Reviews  
0 Posts

Announcements  
0 Posts

Collaboration  
1 Posts

Make-up  
2 Posts

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**Campaigns**

**30 Days of Reels**

Instagram

Campaign ended

No goal yet

**Collaboration with Huda**

Tiktok Instagram

Campaign ended

★★★★★ 20%

**Back to School 2025**

Tiktok

Campaign ended

No goal yet

**Autumn Hauls 2025**

Tiktok

Campaign ended

★★★★★ 20%

**Limited-Time Discount Code**

Instagram

To schedule

No goal yet

not need to add some default things

**Videos**

Current stats / progress / Published Videos / Calendar / Youtube / 2 more...

Title	Status	Type	Publish Date	Sponsors	URL
Video 1	Not star...	Video	July 14, 2024	None :(	
wow the are sorted in the dates !!	Researc...	Reel / Shorts	July 20, 2024		
Short 2	editing	Reel / Shorts	July 21, 2024		
Short 1	Not star...	Reel / Shorts	July 22, 2024		
Title	scripting	Reel / Shorts		None :(	
Title	filming	Reel / Shorts		None :(	
Title	Researc...	Reel / Shorts		None :(	
Video 2	Not star...	Video		None :(	

**Clients** Lost

Status	Client Name	Primary Contact	Assignee	Email	Phone	Ind
Active	Acme Corp	Rick S.	Notion by Younes	contact@acme.com	+1 555-1234	E-corr
Lead	BrightPixel Media		Notion by Younes	hello@brightpixel.co	+1 555-2345	Marke
Dormant	ShopSphere	Adam A.	Notion by Younes	ops@shoppisphere.com	+1 555-4567	E-corr
Active	NovaTech Solutions	John D.	Notion by Younes	sales@novatech.io	+1 555-3456	Tech

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**Deals**

Track active deals, monitor pipelines, and manage opportunities effectively.

Pipeline Deals

**Prospecting 1**

Lead Gen Campaign

Campaign

NovaTech Solutions

\$5,000.00

**Negotiation 1**

Q4 Website Redesign

New Project

Acme Corp

\$12,000.00

**Proposal Sent 1**

Social Media Retainer

Retainer

BrightPixel Media

\$3,000.00

Pinned groups  
Won 2  
Lost 0

# Why Every Founder Needs a Personal Brand ; Before They Think They're Ready

Most founders wait until they've "made it" to start building a personal brand. They'll think about LinkedIn after the product launches. They'll update their bio once they have more to show. They'll start writing once they have something worth saying.

This is one of the most expensive mistakes a founder can make — and it costs nothing to fix.

We are living in a trust economy. Consumers, investors, and potential hires all make decisions based on who they believe in not just what a company offers. And in most cases, they believe in people before they believe in brands.

A 2023 Edelman report found that 63% of consumers trust a company's spokesperson more than the brand itself. This isn't surprising.

Logos don't have opinions. People do.

When a founder shows up consistently sharing their thinking, their process, their failures they're not self-promoting. They're building the kind of authority that makes every other marketing effort work harder.

Here's what personal branding is not: it's not a carefully curated grid of motivational quotes. It's not a highlight reel. It's not performance. A personal brand is simply the answer to the question: "When someone Googles your name, what do they find and does it match what you'd want them to know about you?"

It's the combination of your expertise, your perspective, and your communication style. Done well, it's indistinguishable from just being yourself consistently, in public.

Building a personal brand takes time not because the work is hard, but because trust is slow. Consistency compounds. A founder who starts showing up 12 months before their launch will have a warm audience when they need one. A founder who starts posting the week of launch is essentially cold-calling in public.

The best time to plant a personal brand was the day you started your company. The second best time is today.

You don't need to go viral. You don't need a massive following. You need enough of the right people to know who you are, what you stand for, and why they should pay attention when you speak.

That's what a personal brand does. And it starts with one post, written honestly, published today.

# How I Ghostwrite: From Brief to Post

## Step 01 Voice Discovery

We start with a 30-min interview (or written questionnaire). I listen for how you naturally speak, your opinions, your vocabulary, the things you care about. I'm not here to make you sound like everyone else on LinkedIn.

## Step 02 Content Pillars

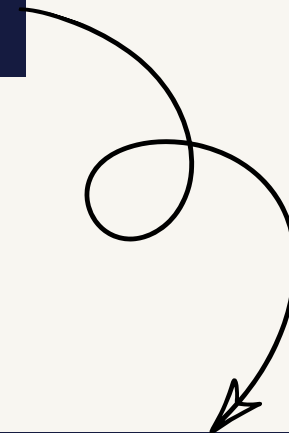
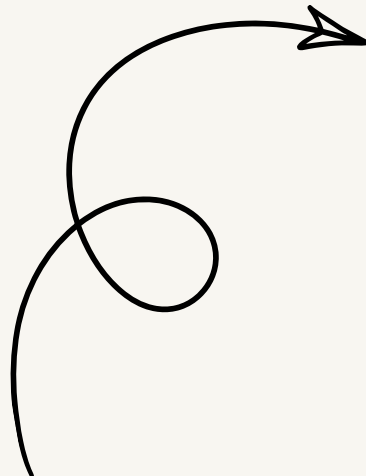
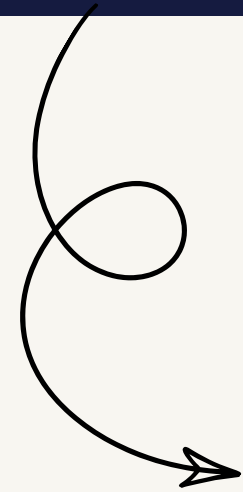
Together we define 3–4 topics you want to be known for. These become the strategic engine behind every post so your content always connects back to your goals.

## Step 03 Drafting & Refinement

I write. You review. We refine until it sounds genuinely like you. Most clients need 1–2 rounds. The goal is that you read it and think "I couldn't have said it better myself."

## Step 04 Delivery & Scheduling

Posts delivered in a shared Notion doc or Google Sheet, formatted and ready to post. Optional: I'll include suggested posting times and engagement prompts.



# Let's Build Something Worth Reading.

Not sure where to start? I offer a free 20-minute discovery call pitch, just a conversation about your content goals.



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Based in Dubai · Available worldwide · Remote-first