

M N Fathimath Amaana

BRAND & CONTENT STRATEGIST

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Brands don't need better content. They need a reason to exist — a version of themselves people want to belong to.

SUMMARY

Brand and content strategist with seven years across consumer and B2B brands in India, the UAE and the US. Currently leading brand and content for two platforms at Bodhwi Technologies, directing a cross-functional pod of designers, writers and event managers.

- 1.8M** — views and 273.9K shares on top-performing content — FindMyHostel, 2026
- 483K** — views and 2,927 new followers from one public-interest film with the Kerala Police
- 10K → 50K** — organic Instagram growth in eight months — Factor Notes

WORK EXPERIENCE

Bodhwi Technologies

JUN 2025 – PRESENT

Brand & Social Media Strategist

- Lead brand and content strategy across two platforms — a consumer marketplace and a B2B SaaS — owning positioning, campaign architecture and the editorial calendar, and mentoring a cross-functional creative pod of designers, writers and event managers.
- FindMyHostel** (consumer marketplace, Kerala and South India) — built the Instagram voice, content system and video direction from scratch; top-performing content reached **1.8M views and 273.9K shares**, and a Women's Day public-interest film produced with the Kerala Police reached **483K views, 8.1K shares and 2,927 new followers** from one video.
- Shifted the account from reach to funnel movement: a single Malayalam advisory carousel reached **48,871 accounts** and converted to **1,400 profile visits and 111 new followers**, outperforming campaign content on saves and shares.
- Roomindo** (B2B SaaS for property owners) — repositioned the brand from feature marketing to data-led editorial, writing a recurring statistics series from the product's own data; **72% of reach** came from non-followers in the first 45 days.
- Ran on-ground activation alongside the calendar — inter-hostel tournaments, campus contests and World Cup screenings — with collateral written for print and digital from a single idea.

The Herbal Trifecta

MAR 2025 – JUN 2026

Freelance Brand & Social Media Strategist · concurrent with Bodhwi

- Positioned moringa against matcha as a cultural choice rather than a supplement — an argument built as a carousel series that became the brand's organising idea and now sits in its bio as #TheMoringaMovement.
- Built and ran the creator programme end to end — sourcing, negotiation, contracting, briefing and delivery; the best-performing collaboration reached **323K views, 501 shares and 867 saves** against an owned account in the low hundreds of followers.
- Owned visual identity, brand communications and paid plus organic campaigns; built a festival calendar rooted in Kerala rather than generic wellness, and ran a Gym Girls Club (Bangalore) sponsorship.

Social Media Content Specialist

- Produced social content and campaigns for **15–20 client brands** weekly across solar, roofing, fitness apparel and equipment, skincare and digital marketing — white-label, at scale.
- Adapted brand voice and visual tone across unrelated categories week to week, building reusable Instagram storytelling frameworks and delivering shot-ready scripts on tight deadlines.

Digitally — UAE, remote

JUL 2021 – FEB 2023

Social Media Manager

- Ran social, content calendars and bilingual English and Arabic copy for **Garmin UAE**, AMIT International Group across four sectors, and VOX Furniture UAE — wearables to real estate to home retail, with a focus on regional cultural relevance.
- Built the content architecture behind **#TerrainsAhead**, the organising idea that let four unrelated product categories share a single feed without fragmenting the audience; launch posts reached **3,351 likes** and campaign films **9,816 views**.
- Wrote and planned the One Step at a Time Breast Cancer Awareness campaign across digital and on-ground collateral, in association with Friends of Cancer Patients.

Factor Notes

NOV 2020 – JUN 2021

Social Media Manager

- Grew Instagram from **10K to 50K followers in eight months**, organic, through concept-driven posts, reels and community-building campaigns.
- Led the social launch of the brand's first yearly planner, positioning it as a lifestyle release rather than a stationery drop; fed audience insight back into product direction for later launches.
- Owned content strategy, editorial calendar and influencer partnerships end to end, and built the brand voice that continues to shape the account.

Earlier career — Bluecast, Codeyaya, Wordsline

PRE-2020

Content, Copywriting & Communications

- Copywriting and content for F&B, hospitality and startup clients — SFC Plus (UAE) and JAX Burgers & Poutines at Codeyaya; blogs, website copy and internal communications at Bluecast.

SKILLS

STRATEGY	Brand strategy · Brand positioning · Content strategy · Social media strategy · Cultural positioning · Audience research · Campaign planning
SOCIAL	Instagram marketing · LinkedIn marketing · Content marketing · Community management · Influencer marketing · Editorial planning · Content calendars
CREATIVE	Copywriting · Creative direction · Video scripting and direction · Visual direction · Creative and brand decks
LEADERSHIP	Team leadership · Cross-brand oversight · Creative pod management · Cross-functional collaboration

TOOLS

Meta Business Suite · Postly · Buffer · Hootsuite · Canva · Figma · CapCut · Notion · ClickUp · Slack · Google Workspace · AI-assisted content workflows

EDUCATION

Advanced Certificate, Brand Communication Management

MICA, Ahmedabad

B.A. Sociology

Sacred Heart College, Thevara

SELECTED BRANDS

Garmin UAE · The Herbal Trifecta · Factor Notes · Roomindo · FindMyHostel · AMIT International Group · VOX Furniture UAE · SFC Plus · JAX Burgers & Poutines · Swargam Backwaters · Urban Forest Cafe