



Creative

Portfolio

by Fatema Alkhateeb



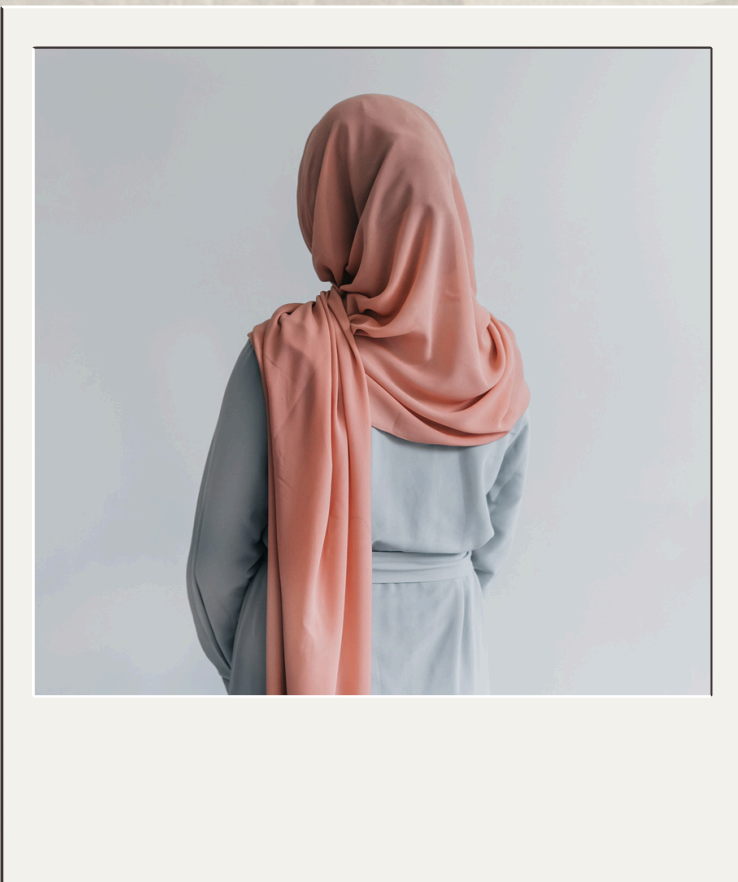
Introduction

I am a social media and marketing professional based in Waterloo, ON, with experience in content creation, event promotion, and community engagement. I enjoy creating impactful digital content and supporting initiatives that bring value to communities, especially for newcomers and small businesses.

About me

I am a social media marketer and community-focused event organizer based in Waterloo, ON. I specialize in creating engaging digital content, supporting small businesses, and connecting communities, especially newcomers, with opportunities and resources.

I have hands-on experience using Canva, WordPress, Mailchimp, Eventbrite, and AI tools to design content, manage campaigns, and support events.



Social Media Content Samples

Designed and published promotional videos for small businesses, increasing engagement and visibility through creative storytelling and trending formats.

- 1. Instagram & TikTok Content Creation
- Created short-form videos to promote small businesses and services
- Used AI tools to design and edit videos
- Focused on engagement and audience growth

Experience *Work*

Facebook Community Promotion Managed Facebook posts to promote job opportunities for newcomers, helping connect them with local gig work

- Shared job opportunities and services for newcomers
- Wrote posts to increase awareness and engagement
- Built trust within the community

Graphic Design Samples

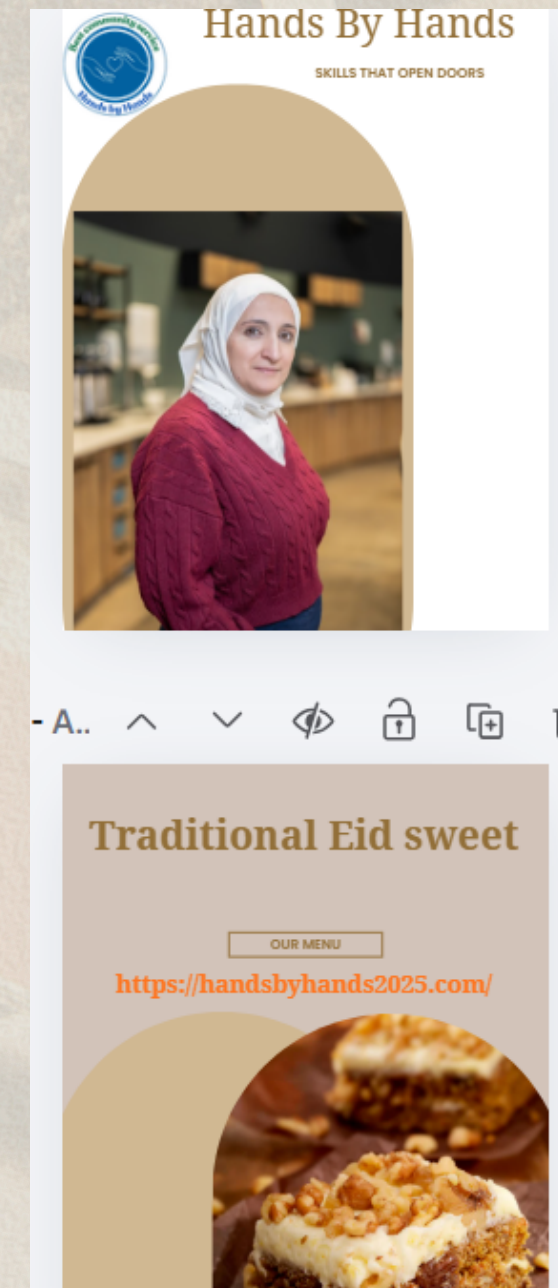
Designed marketing materials including flyers, social media posts, and promotional graphics using Canva, ensuring clear messaging and visual appeal.

Canva

Event flyers

Social media posts

Promotional graphics



Graphic Design Samples

Designed marketing materials including flyers, social media posts, and promotional graphics using Canva, ensuring clear messaging and visual appeal.

Click to watch

[Reels](#)

[Video](#)

Social media

posts

video

Reels

Project 1

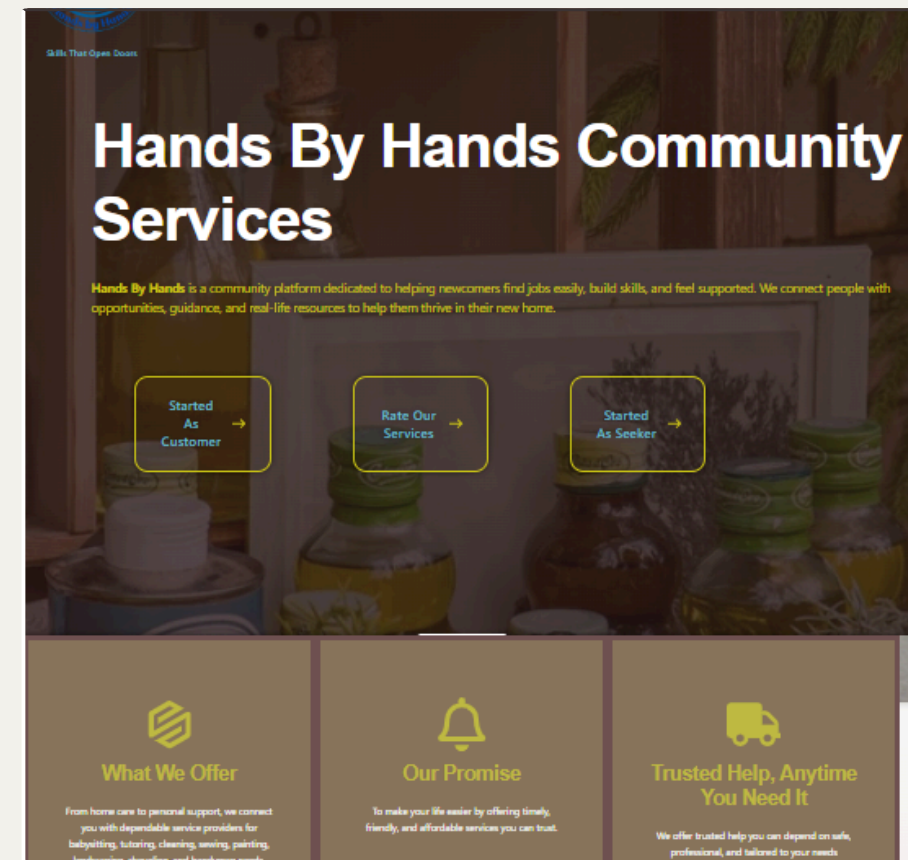
Website & Email Marketing

WordPress

- Updated website content
- Added events and pages

Mailchimp

- Created and sent email campaigns
- Designed simple newsletters



Project 2

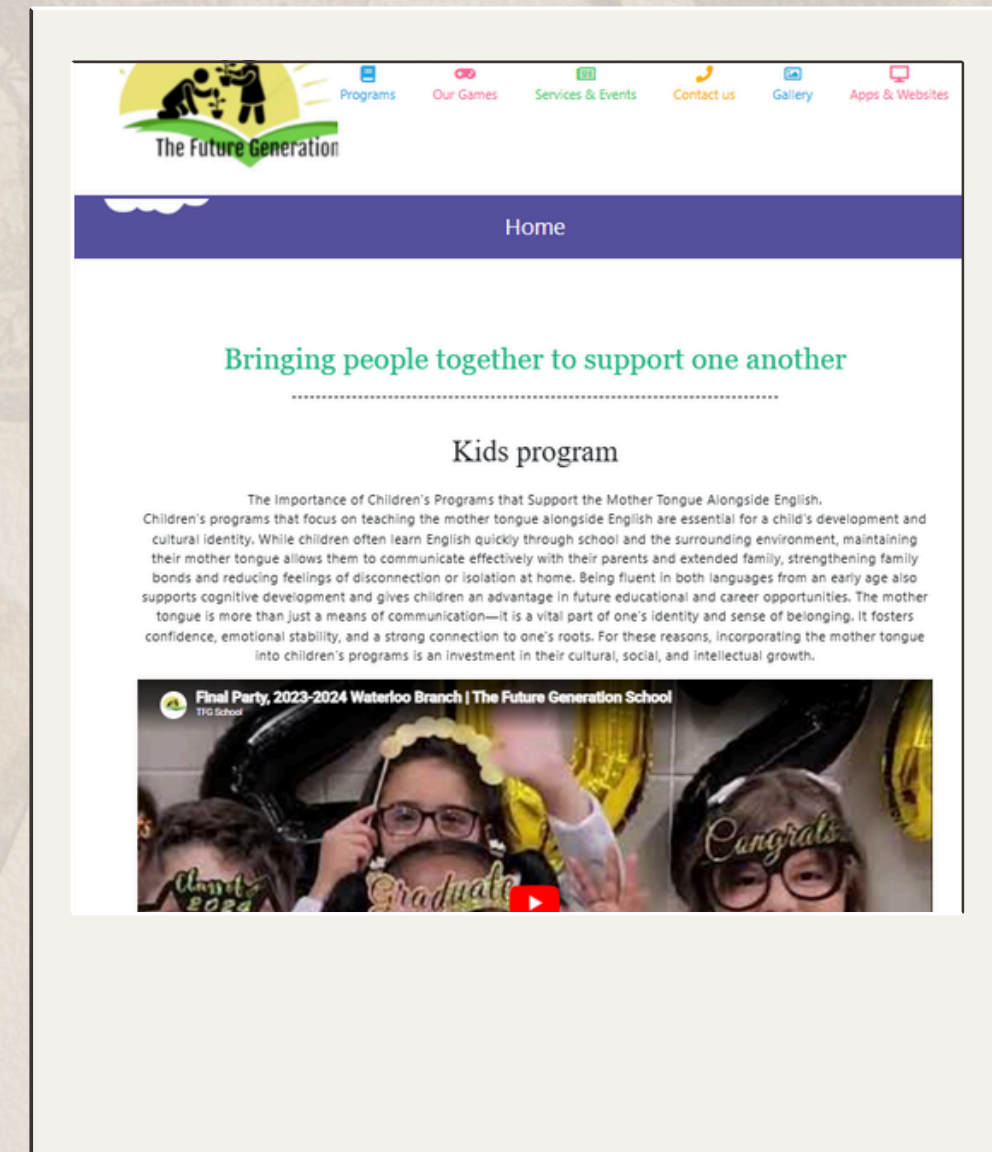
Website & Email Marketing

WordPress

- Updated website content
- Added events and pages

Mailchimp

- Created and sent email for parents
- Designed simple Blogs, Books, Flyers



Project 3

Scotial Media Marketing- Hands
By Hands project

Facebook: <https://facebook.com/handsbyhands>

TikTok: <https://tiktok.com/@handsbyhands>

Instagram: https://instagram.com/hands_byhands

Scotial Media Marketing- The
Future Geneartion School

Facebook: <https://facebook.com/TheFutureGeneration>

YouTube: <https://www.youtube.com/@TheFutureGeneration>

Instagram: <https://instagram.com/TFGschooll>



Hit 80,000
Viewers
withing a
month

Project 4

Event & Community

Experience

Planned and promoted local business events, coordinated outreach, and supported on-site event setup and engagement.”

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Video & Content Creation

Produced video content using AI tools and managed YouTube channels to support business promotion and audience engagement.

- Created videos using AI tools
- Managed YouTube channels for two businesses

[click to watch the YouTube channel](#)

[click to watch the video](#)

Video & Content Creation

Tools & Skills

- **Canva**
- **WordPress**
- **Mailchimp**
- **Eventbrite**
- **Microsoft Office**
- **AI tools (video/content creation)**
- **Social Media (Instagram, TikTok, Facebook, YouTube)**



Lets Work

Together

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