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Promoting Management and Leadership

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## Meet the Team: Mahjabeen Farooq, Social Media Manager & Web Content Manager



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Mahjabeen Farooq is Social Media Manager & Website Content Manager at HealthManagement. She previously worked as a transcriber for Healthmanagement.

Before starting to work with Healthmanagement, she studied for a Masters in Business Administration. She started her career as a freelance web content writer and transcriber, and in 2015 started working full time with HealthManagement as Social Media Manager

### **What are your key areas of interest?**

Working on Social Media is a very interesting part of my work. This platform has so much information and so many interesting things that I learn new things every day. Learning new things is what I like to do and doing this job provides me with this almost every day.

Besides social media, the most interesting thing is learning about the medical field, which is growing rapidly with so many innovations and technological advances.

### **What are the major challenges in your field?**

In the field of Social Media, the most faced challenge is understanding the changing trends and finding the right path to get the message of HealthManagement across to the right target market in the best way. With my work, I have to let people know what HealthManagement is and what we are here to offer.

### **What is your top management tip?**

"Invest in yourself and your people"- A good team is the core element to achieve the desired goals.

### **What would you single out as a career highlight?**

For me, my career highlight is working with a great team that believes in me and my capabilities. They provided me work opportunities in which I was myself not sure I am able to do a good job, but their support spurred me

on. Having a supportive and understanding team is my career highlight as no work can be done without a good team.

**If you had not chosen this career path you would have become a...?**

Software engineer or Photographer.

**What are your personal interests outside of work?**

Spending time with family and my cats. Watching movies and listening to music, photography. Going on hiking trips with friends and reading books.

**Your favourite quote?**

"Anyone who has never made a mistake has never tried anything new" - Albert Einstein

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