

3 YEARS OF EXPERIENCE / STRATEGY, COPY & CREATIVE

Malyka Qadir

SOCIAL MEDIA MANAGER & STRATEGIST

Clear thinking. A recognisable brand voice. Content with a purpose.

A LOOK AT THE CREATIVE RANGE



Pace Club

FITNESS



Wild Stem

FLOWERS & GIFTING



Muse Wardrobe

FASHION



Crumb House

BAKERY

9 BRANDS / 80 POST VISUALS

Featured above: sample brand campaigns / stock photography.

What I bring *to your brand.*

A clear content direction, purposeful copy and a visual language that feels connected across the feed.

EXPERIENCE IN PRACTICE

3 years in social media

Experience across technology and healthcare, including Algiz Technology and Hiba MD. Strategy, copywriting, captions and post design.

01	<h3>Strategy</h3> <p>Audience focus, brand voice and content pillars.</p>
02	<h3>Copy & creative</h3> <p>Hooks, captions and original post designs.</p>
03	<h3>Content planning</h3> <p>Campaign angles, calendar and calls to action.</p>

The thinking behind a post.

ILLUSTRATIVE STRATEGY SAMPLE

AUDIENCE	MESSAGE	FORMAT & ACTION
IT decision makers facing a packaging backlog.	Make additional service capacity understandable.	A focused LinkedIn post with an enquiry prompt.

ORIGINAL CAPTION EXAMPLE

METRICS TO REVIEW

Packaging backlog building up? Keep your next release moving with additional packaging support. Start with the workload, the deadline and the applications involved.

Reach / Saves / Profile visits / Enquiries

A planning example, not reported campaign results.

Algiz Technology

PORTRAIT / 03 POSTS



Complex services. *Clear social content.*

Application services, digital workplace and software management - communicated through specific problems and clear next steps.

MY ROLE

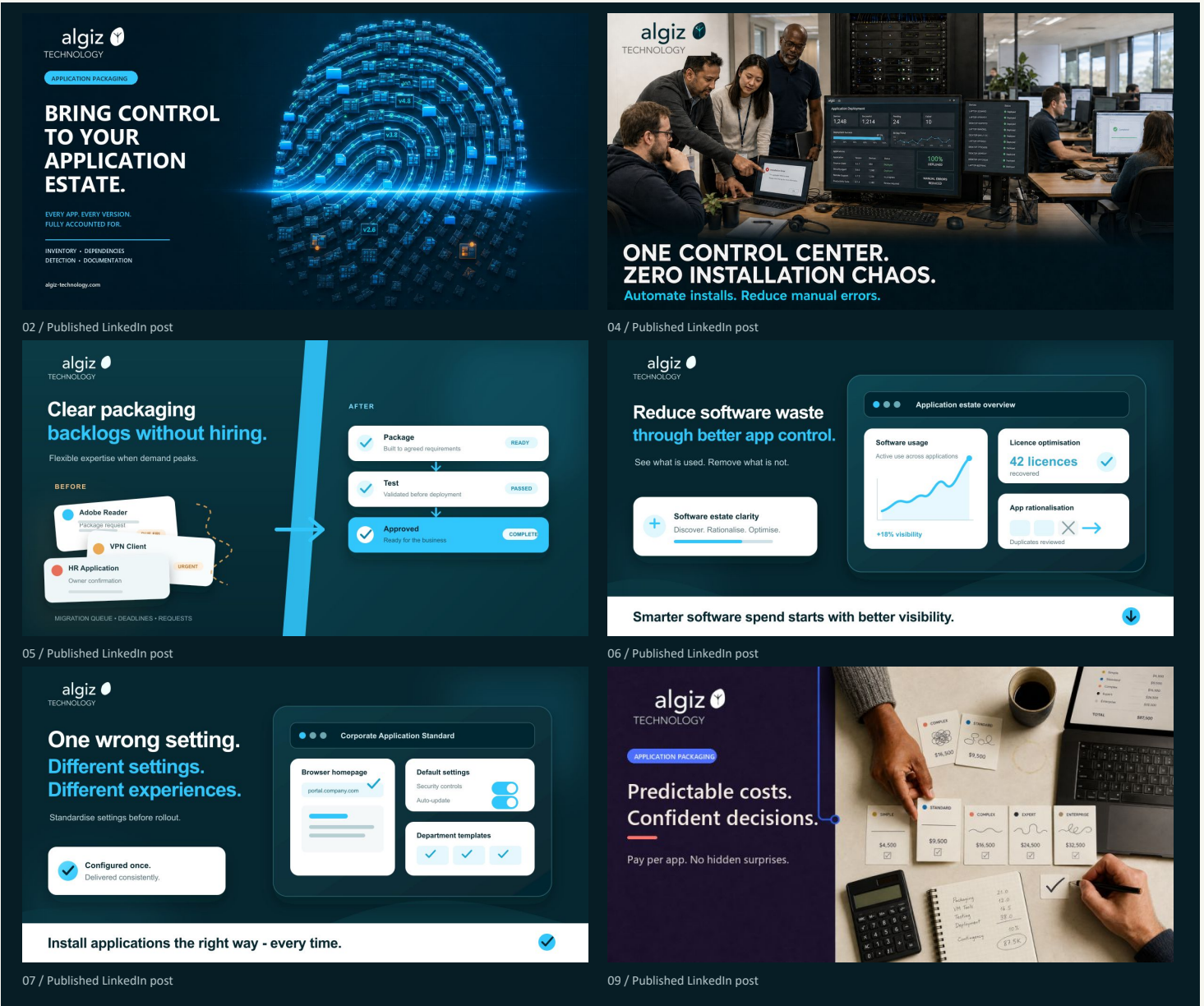
Strategy / Copywriting / Captions / Post design

OUTCOME

Supported lead generation.

B2B TECHNOLOGY / 09 PUBLISHED LINKEDIN POSTS

LANDSCAPE / 06 POSTS



Hiba MD

HEALTHCARE / LINKEDIN

Helping practice owners make sense of medical billing.

AUDIENCE

Practice owners looking for a clearer understanding of billing and revenue-cycle services.

CONTENT APPROACH

Explain the problem, make the service tangible and offer a practical next step.

MY CONTRIBUTION

Social media strategy, copywriting, captions and post design.

OUTCOME

Supported lead generation.

SUBMITTING A CLAIM IS NOT THE FINISH LINE

Submitting a claim

Goal: Get the claim to the payer

Focus: Accurate, complete data

Outcome: A claim in the queue

Following up on a claim

Goal: Get the claim paid

Focus: Every claim, until it has a result

Outcome: Collected revenue

- TRACKING EVERY CLAIM**
A claim is only done when it has a result
- WORKING DENIALS AND APPEALS**
A denial is a step in the process, not the end of it
- A NAMED OWNER**
Unpaid claims need a person responsible for them
- CONSISTENCY OVER BURSTS**
Follow-up is steady work, not a cleanup project once a quarter

Submitting a claim starts the work. Following up is the work.

HibaMD

THE REIMBURSEMENT WAIT, IN PLAIN WORDS

CLAIM SUBMISSION

Charge capture: recording what was done at the visit
Clean claim: sent without errors that would bounce it

PAYER REVIEW

Adjudication: the payer deciding what it will pay
Pending: received, but no decision yet

PAYMENT POSTING

Remittance: the payer's explanation of what it paid
Posting: matching each payment to the right claim

DENIALS AND FOLLOW-UP

Denial: the payer declining to pay a claim as sent
Appeal: asking the payer to reconsider

PATIENT BALANCE

Statement: the bill that goes to the patient
Collections: getting that remaining balance paid

Each stage has its own owner and its own clock.

HibaMD

A named owner for every revenue cycle step
delegation without an owner on the other end

1 Eligibility checks

2 Charge entry

3 Denial follow-up

4 Patient statements

They land on whoever has time that day.

Anyone here still start with who owns each step?

HibaMD

YOUR EHR CAN DO A LOT. NOT EVERYTHING.

1/ Clinical record	It keeps that one job. Nothing about billing should force a practice to replace it.
2/ Billing workflow	Claims are submitted and tracked, insurance is verified, denials are appealed, patients are billed. 96% clean claims rate
3/ Integration	No new platform to adopt. No new system for the front desk to learn. Onboarding takes 2 to 4 weeks

a flat 4% of collections No hidden costs No long-term contract

Notice that the EHR never has to become a billing department.

Claim Free Billing Audit

HibaMD

01 / Published content

OPEN IT BEFORE DAY ONE
60 to 180 day payer clock

1. Payers

Which payers does this practice actually bill?

2. Re-verification

License, malpractice history, work history gap?

3. File complete

Will it bounce back in week six over one missing signature?

→ A start date you can bill against
→ No provider hired and idle
→ No scramble over one missing document

Credentialing isn't about speed. It's about sequence.

HibaMD

02 / Published content

WHAT A CERTIFIED CODER OR BILLER ACTUALLY DOES

- 1 Reading Clinical Documentation Accurately**
Review provider notes, labs, procedures, and test results to understand the complete clinical picture.
- 2 Matching Correct CPT And ICD-10 Codes**
Assign the most accurate codes based on documentation and official coding guidelines.
- 3 Knowing Payer-Specific Rules**
Apply insurance-specific policies, coverage criteria, and reimbursement rules.
- 4 Spotting Undercoding And Overcoding**
Identify coding errors, ensure proper code selection, and prevent revenue loss or compliance risks.
- 5 Verifying Medical Necessity**
Ensure the services provided are justified and supported by documentation and payer requirements.
- 6 Writing Effective Appeals**
Prepare clear, fact-based appeals with supporting documentation to overturn denied claims.
- 7 Staying Current On Code Updates**
Continuously learn and apply the latest CPT, ICD-10, and regulatory changes.
- 8 Maintaining Compliance Awareness**
Follow HIPAA, OIG, CMS guidelines, and industry best practices to ensure ethical and accurate coding and billing.

HibaMD

06 / Published content

03 / Published content

HibaMD

What a Patient Statement Needs
Clarity beats collection effort.

- 1 What was billed**
- 2 What insurance covered**
- 3 What is left, and why**
- 4 How to pay it**
- 5 Who to call with a question**

Confusing statement

Unclear balance

No easy way to pay

Call to the front desk

Unpaid bill

Another statement, another call

Flat 4% of collections.
No hidden costs. No long-term contract.

Claim Free Billing Audit

07 / Published content

04 / Published content

4 Billing Pricing Models What Each One Charges

% of Collections

4% to 10% monthly

Flat Fee Per Claim

\$4 to \$12 per claim

Software Subscription

Your team does the work

Flat 4% Done-for-You

No hidden costs

\$3M a year

4% = \$120,000
10% = \$300,000

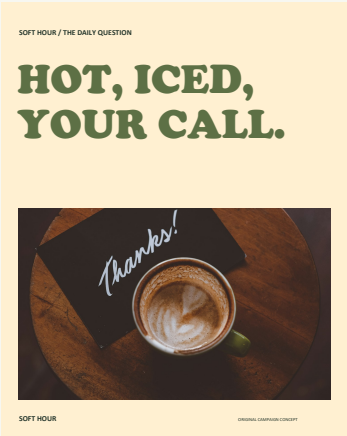
HibaMD | Save this

08 / Published content

Soft Hour

COFFEE & EVERYDAY RITUALS

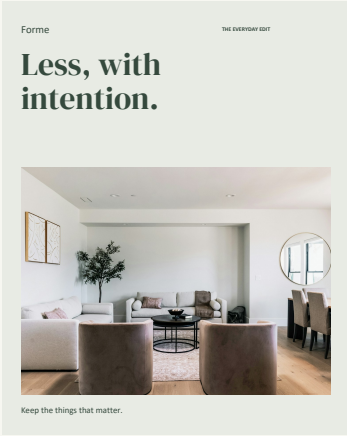
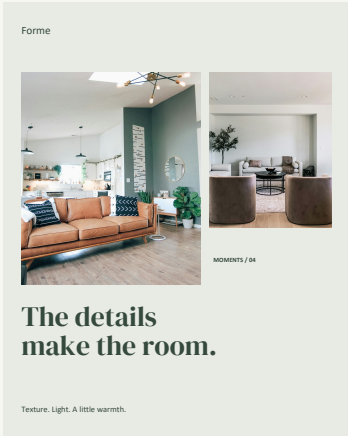
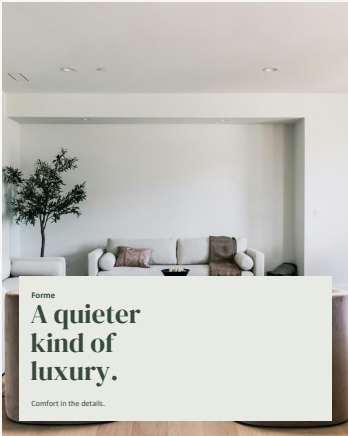
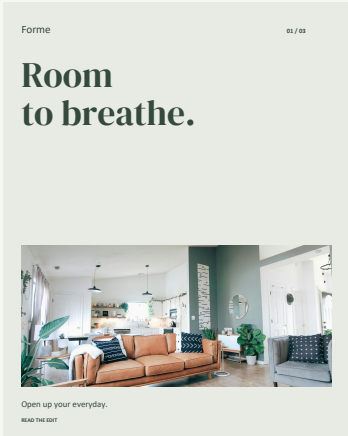
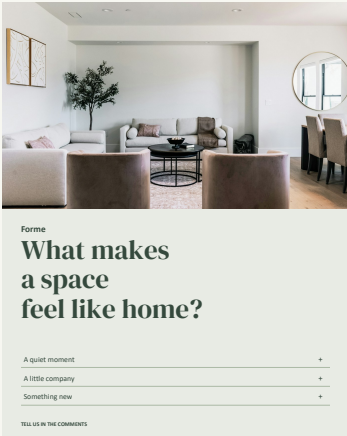
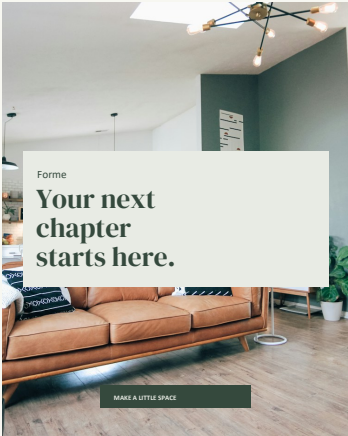
SAMPLE CAMPAIGN / 9 ORIGINAL POSTS



Forme

INTERIORS & CONSIDERED LIVING

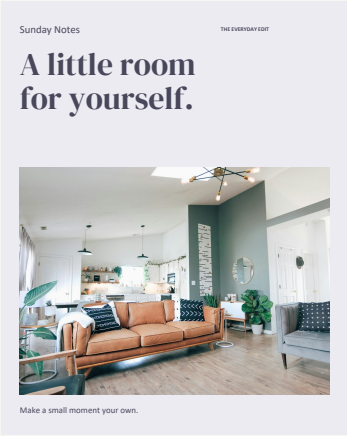
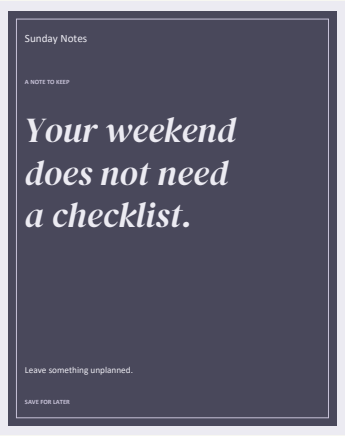
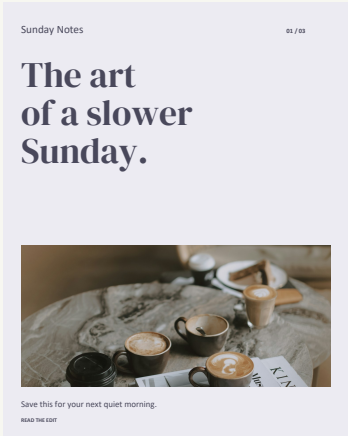
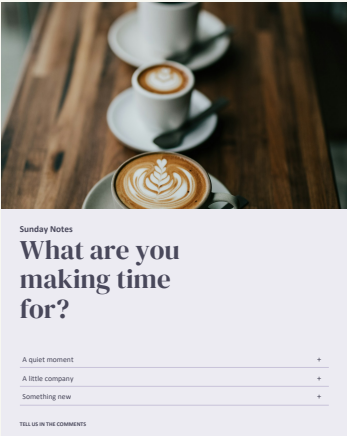
SAMPLE CAMPAIGN / 9 ORIGINAL POSTS



Sunday Notes

A JOURNAL FOR SLOWER LIVING

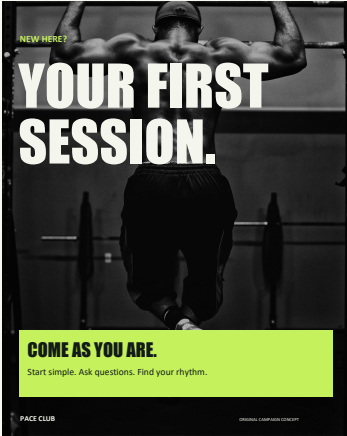
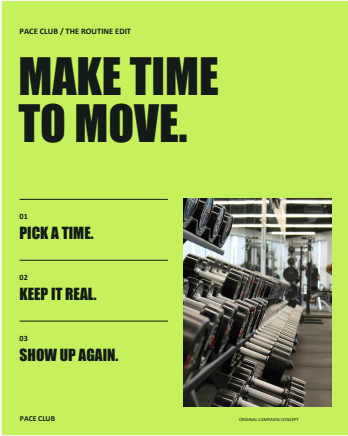
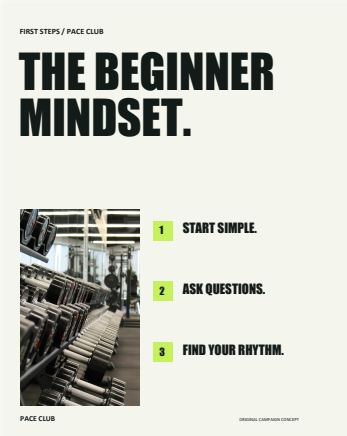
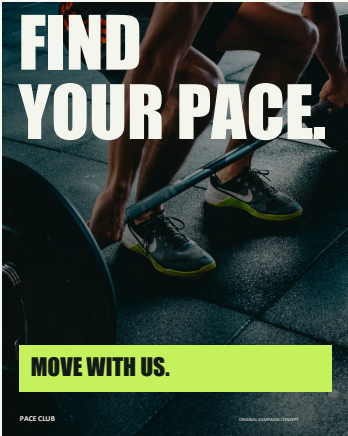
SAMPLE CAMPAIGN / 9 ORIGINAL POSTS



Pace Club

FITNESS & EVERYDAY MOVEMENT

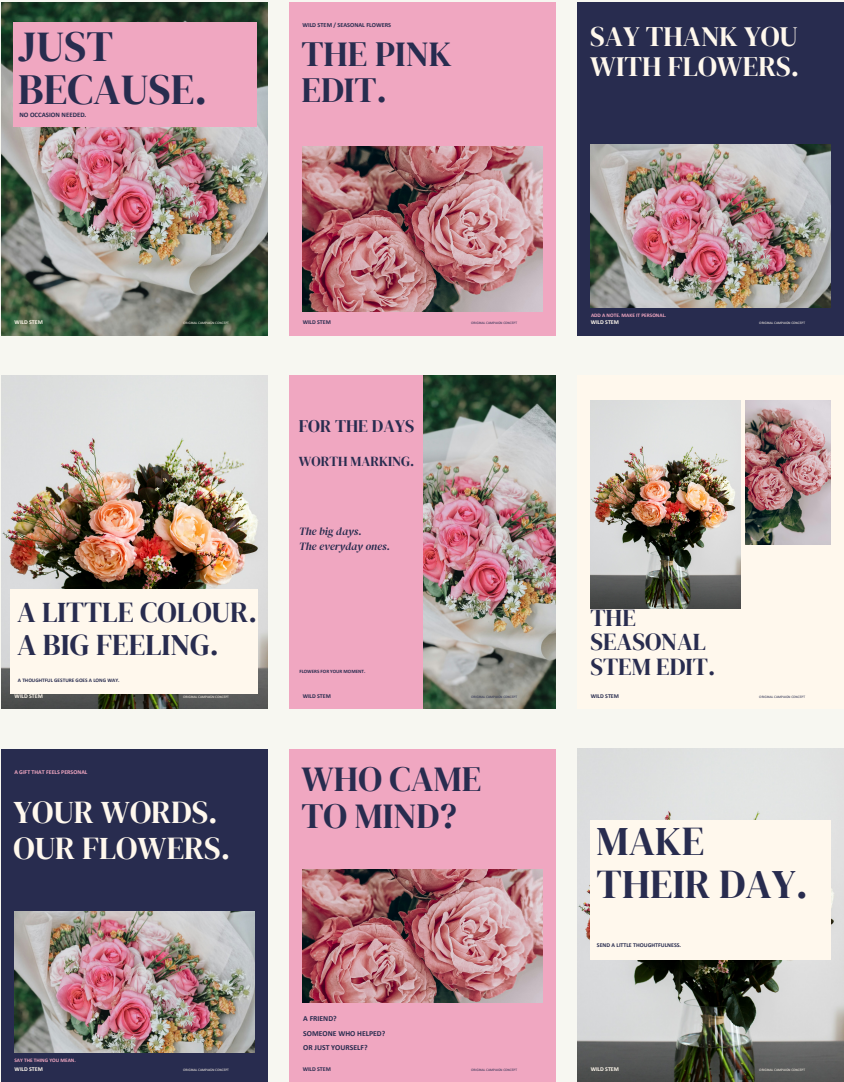
SAMPLE CAMPAIGN / 9 ORIGINAL POSTS



Wild Stem

FLOWERS & THOUGHTFUL GIFTING

Connect seasonal flowers with the moments people want to celebrate.



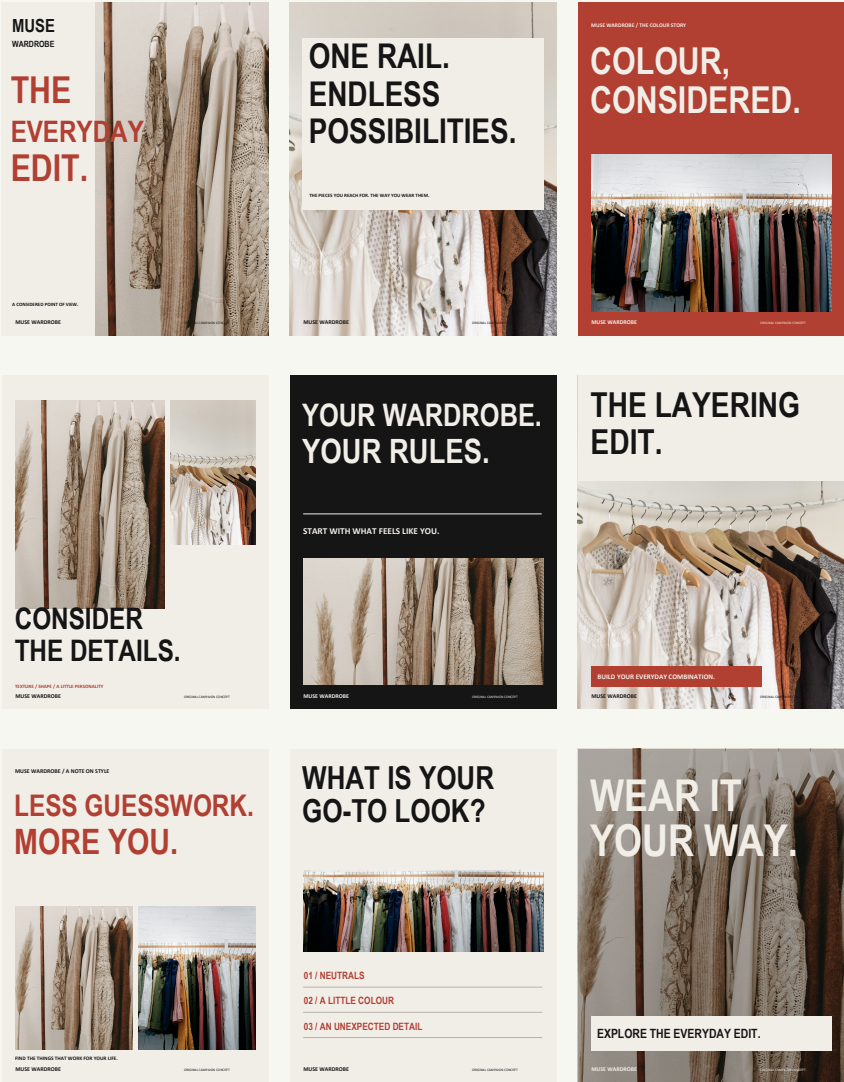
SAMPLE CAMPAIGN / STOCK PHOTOGRAPHY

Seasonal stems / Gifting / Everyday beauty

Muse Wardrobe

FASHION & A CONSIDERED WARDROBE

Build a fashion feed around personal style and thoughtful outfit choices.



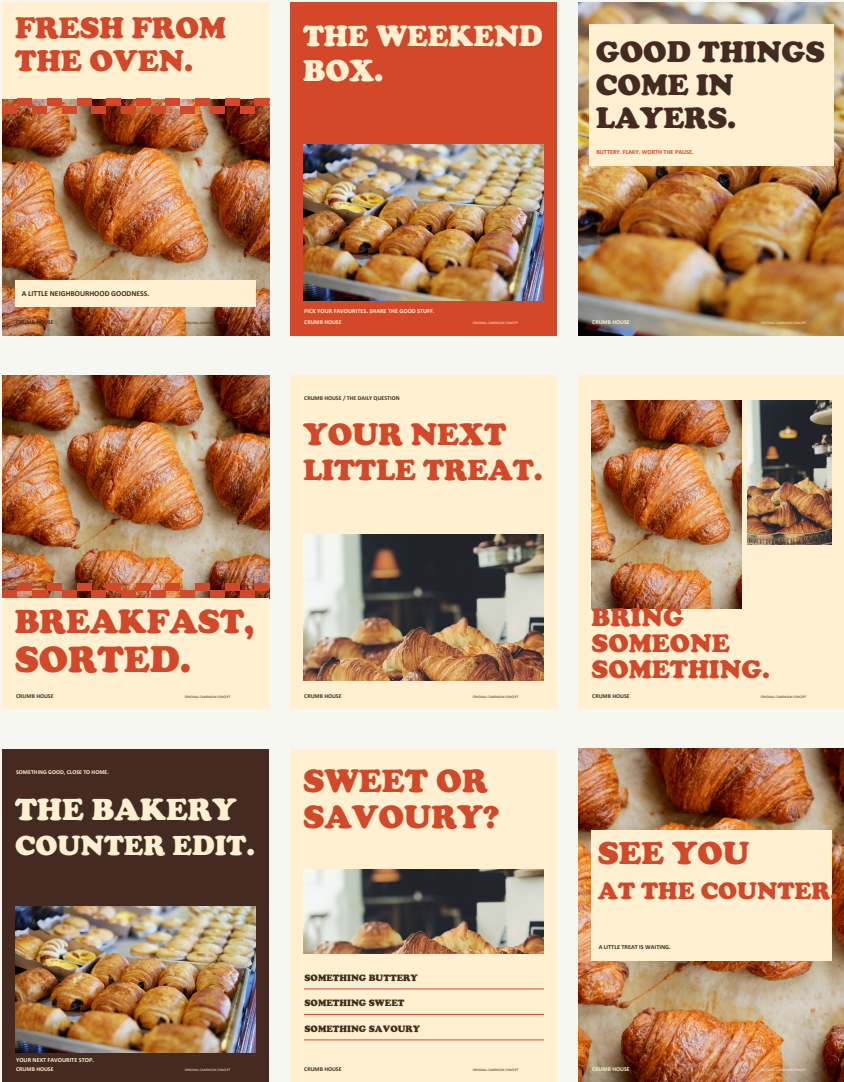
SAMPLE CAMPAIGN / STOCK PHOTOGRAPHY

Everyday style / Details / Wardrobe edits

Crumb House

BAKERY & SMALL DAILY PLEASURES

Make a bakery feed feel warm, tempting and part of the neighbourhood.



SAMPLE CAMPAIGN / STOCK PHOTOGRAPHY

Fresh from the oven / Daily rituals / Neighbourhood

A thoughtful process.

A consistent presence.

01

Understand

Audience, brand voice and the purpose behind the brief.

02

Plan

Content pillars, campaign angles and a practical calendar.

03

Create

Copy and visuals, developed together and refined for the platform.

04

Learn

Review saves, shares and conversations to guide the next round.

AI tools. A considered human edit.

Waalaxy

LinkedIn outreach & automation

Ocoya

Social content & scheduling

BHuman

Personalised AI video

Selected to fit the project. I check the details, refine the voice and shape the final creative output.

Let's work together.

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TO START / Brand links, goals, key offers and existing content.

Malyka Qadir

Social Media Manager & Strategist