



# SIKANDAR SIDDIQUE

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## About me

I am results-driven Digital Marketing Manager with 6+ years of experience optimizing digital strategies for increased brand visibility, engagement, and ROI. I have a proven track record of developing and executing successful social media campaigns across various platforms. I am skilled in content creation, community management, analytics, and paid advertising. I am passionate about leveraging social media to drive business growth and build strong brand relationships.

## Education

- MBA - Marketing University of Gujrat 2012 – 2016
- Bachelor of Commerce Punjab university 2009 – 2011
- Intermediate in Commerce Gujranwala board 2007 – 2009

## Languages

- English (Professional)
- Urdu/Hindi (Native)

## Work Experience

### 1. Modisoft Inc (Modisoft.com) (Feb 2024 till now)

#### Position: Digital Marketing Manager

- Develop & execute social media strategies aligned with marketing objectives.
- Craft, curate, and maintain engaging content and copies consistent with the brand.
- Drive brand awareness 30%, audience growth 40%, & lead generation 50% through social media advertising.
- Contributed to creating marketing collateral, including brochures, social media, website content, and email campaigns.
- Created calculator tools for the company website to help generate organic leads.
- Developed targeted social media campaigns that generated a substantial number of qualified leads at trade show events.
- Successfully launched a new product line, resulting in a 30% increase in sales.

### 2. Me Time We Time Travel Company Pakistan (Jan 2020- Jan 2024)

#### Position: Social media Manager

- Increased brand engagement by 20% organic and 60% through targeted social media campaigns
- Grew the company's revenue by 40% in 2021-2023. Create, curate, and manage social media content for brand consistency
- Developed and executed comprehensive social media strategies to increase brand awareness and engagement. Analyzed social media metrics to identify trends and optimize campaign performance.

# Achievements

- ✓ Drive brand awareness 30%, audience growth 40%, & lead generation 50% through social media advertising in Modisoft Inc.
- ✓ Increased brand engagement by 20% organic and 60% through targeted social media campaign in Me Time We Time Grew the company's revenue by 40% in 2021-2023 in Me Time We Time
- Consistently exceeded sales targets by 20% for Hilal Foods' FMCG product portfolio in Hilal Foods Pvt Ltd, Pakistan
- Business idea competition (University of Gujrat-2015)
- ✓ Success Appreciation (Hilal Foods pvt ltd – 2019)
- ✓ Research publication: The relationship between Exchange rate uncertainty and trade. An investigation of US trade figure in the Group of Seven (International Organization of Scientific Research Journal of Business and Management)

# Software Expertise

- Adobe Photoshop
- Canva
- SEMrush
- Facebook, Instagram, Twitter – X, Linked In
- 4 HubSpot, Hootsuite Buffer, Sprout Social
- Marketing analysis
- SharePoint, Asana SND - Sales and Distribution management
- YouTube channel management
- Microsoft Office

- Conducted market research and analyzed customer data to identify opportunities for growth
- Successfully implemented influencer marketing programs to expand reach and credibility.
- Manage social media crisis communication effectively. Create pages and manage effectively to daily posting to increase organic growth BY 20%.

### 3. Hilal Foods Pvt Ltd Pakistan, Gujrat (AUG 2018- Feb 2020)

#### Position: Sales Executive

- Consistently exceeded sales targets by 20% for Hilal Foods' FMCG product portfolio.
- Developed and executed strategic sales plans, resulting in maximized market visibility and strong distributor/retailer relationships.
- Secured profitable sales deals through effective negotiation, exceeding quotas and driving significant revenue growth.
- Leveraged market research and competitor analysis to identify sales opportunities and optimize strategic sales approaches.
- Provided exceptional customer service, building strong client relationships and resolving inquiries effectively.
- Demonstrated strong leadership skills, motivating and guiding a sales team to achieve collective targets.
- Successfully launched new Hilal Foods products within the assigned territory.

### 4. University of Gujrat (APRIL 2016- July 2018)

Established the Business name 'Al-Baig Farm' and won the competition held at the Business Incubation Center at the University of Gujrat.

- Develop and implement effective sales strategies to achieve or exceed sales targets.
- Lead, motivate, and coach a team of sales representatives to ensure peak performance. Manage sales pipelines and forecast future sales. Negotiate and close deals with clients.

# Skills & Expertise

- Performance marketing
- Digital Marketing & Advertising
- Social Media marketing & Management
- Content Development & Management
- Strategic Planning & Execution
- Campaign Management & Optimization
- Social Platform Expertise Social Media Advertising
- Social Media Analytics SEO & SEM
- Customer engagement strategies
- Crisis Management
- Social Listening & Insights
- Meta Advertising
- Meta analytics
- YouTube Ads
- Google Ads
- Google analytics

- Develop and execute comprehensive digital marketing campaigns across various channels (e.g., social media, search engine marketing, email marketing & local TV channels).
- Analyze market trends and spread awareness through flyers, billboards, and banners across target market.
- Identify and implement new digital marketing trends and technologies to enhance awareness.

## Professional Certifications

- Social Media Marketing - E-Rozgar Punjab Board
- Fundamentals of Digital Marketing – Google
- Digital Marketing Certified - SEMrush
- Marketing analysis foundation – Meta
- Fundamental of marketing analysis- SEMrush
- Google analysis - United Latino Student Association
- Marketing Analysis Foundation - United Latino Student Association Hootsuite, Buffer, Sprout Social, Canva, Adobe Photoshop
- Master in digital marketing
- Google Ads measurement - Google Skill shop
- Google Ads Search - Google Skill shop
- Google display ads - Google Skill shop
- Google Analytics - Google
- Content Marketing - SEMrush
- Introduction to social media marketing-Meta Content Marketing certified - SEMrush
- Entrepreneurial Plan Competition at the University of Gujrat
- Creating Magic In Selling - Funverk
- Social media certified-HubSpot
- social media marketing 2 certified- HubSpot
- Data analytics method for marketing - Meta Marketing analytics - Meta
- Research publication certified at ISOR Journals
- Art 15 Advanced Research Techniques
- Annual Brand War Competition - University of Gujrat
- Digital Advertising - HubSpot