

Hammad Siddiqui

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Milano, MI, 20136, Italy

Proficient e-commerce digital marketer with skills in SEO, social media, email marketing, content strategy, campaign optimization, data-driven growth, and website management using tools like Google Analytics, Meta Ads Manager, HubSpot, SEMrush, Ahrefs, and Power BI.

Work Experience

Digital Marketing Intern - Financial Products

Jan 2020 - Jul 2020

BMA Brokerage Services | Karachi, Pakistan

- Developed and implemented an omnichannel digital marketing strategy integrating social media, email campaigns, and paid advertising.
- Increased brand awareness by 100% and generated 27 new leads through targeted multi-platform marketing initiatives.
- Monitored social media platforms (Facebook, LinkedIn, Instagram) and improved engagement rates through data-driven content planning.
- Analyzed marketing metrics (CTR, open rates, conversion rates) using Google Analytics and Power BI, leading to a 30% improvement in customer retention.

Projects

Analysing Carbon Emissions Dataset - Orange Data Mining

Apr 2024 - Jun 2024

Business Analytics - Academic Project Explaining the pattern of consumption in Global fuel emissions ML trends over the years. Correlation to analyze the data set and conclude on Policy Creation for the European Union.

Using Unmanned Aerial Vehicles in Deep Sea Oil Extraction – Patents Analysis Using SQL

Sep 2023 - Dec 2023

Analyzed 500+ patents to identify emerging technological trends and potential licensing opportunities, focusing on autonomous navigation systems and underwater drone capabilities

Volunteer Experience

Digital and Creatives Representative

Jul 2018 - Jun 2019

SZABIST Student Council

Designing and Creatives Director - ZAB Model United Nations

Jul 2017 - Jun 2018

ZAB Model United Nations

Core Skills

Digital Marketing & Social Media: Google Analytics, Meta Ads Manager, HubSpot, Mailchimp, LinkedIn Ads,

E-Commerce & Web Management: Shopify, WooCommerce, WordPress, Magento, Amazon Seller Central

SEO & Content Strategy: Keyword Research, On-Page SEO, SEM, Copywriting, SEMrush, Ahrefs, Moz

Email Marketing & Automation: Mailchimp, HubSpot, ActiveCampaign, A/B Testing

Project Management & Collaboration: Agile, Jira, Trello, Asana,

Soft Skills: creative thinker, positive attitude, precision, time management, eager to learn,
Cross-functional Communication

Education

University of Milan, Italy	Sep 2022 - Present
MSc. Management of Innovation Digital Innovation GPA: 102/110	
TalTech - Estonia	Jan 2024 - Jun 2024
Erasmus+ Exchange Semester Digital Transformation and Business Innovation GPA: 5/5	
SZABIST - Pakistan	Aug 2015 - Jul 2019
Bachelors of Business Administration (BBA) Digital Marketing and Media GPA: 3.17/4.00	

Languages

Italian (Intermediate - A2), English (Fluent - C2), Urdu (Native)

Awards

Student Council - Graphic Designer of the Year and Outstanding Member SZABIST Student Council - SSC	Feb 2019
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Additional

- ✓ Hands-on digital marketing experience with a strong grasp of performance analytics
- ✓ Expertise in SEO, social media strategy, email marketing, and paid campaigns
- ✓ Proficient in marketing automation tools, data analysis, and campaign tracking
- ✓ Adaptable, detail-oriented, and a proactive problem-solver
- ✓ Passionate about digital transformation, e-commerce, and international marketing