

Khalid Hussain Siddique

Jersey City, New Jersey, 07306 | +1 (201) 547 0115 | Khalidhussain.siddique@my.liu.edu | [LinkedIn](#)

EDUCATION

Long Island University

Master of Business Administration – Management.

Brooklyn, New York
September 2024 - May 2026

Jamia Hamdard University

Bachelor of Business Administration.

New Delhi, India
August 2019 - June 2022

WORK EXPERIENCE

Fashinnovation

Business Development Executive Intern

New York, NY
June 2025 - August 2025

- Identified and qualified 100+ leads using LinkedIn Sales Navigator and Apollo.io.
- Managed CRM in HubSpot; coordinated outreach campaigns and supported fashion-tech event partnerships.

Keywords: CRM (HubSpot), Lead Generation, Apollo.io, B2B Sales, LinkedIn Sales Navigator.

LIU, Roc Nation School of Music, Sports & Entertainment

Graduate Student Mentor

Brooklyn, NY
December 2024 - Present

- Conducted one-on-one and group mentoring sessions, improved student retention and leadership skills.
- Collaborated with faculty to plan workshops and campus events enhancing career readiness.

Keywords: Mentorship, Academic Support, Student Engagement, Event Planning.

FUTR Energy

Business Development Executive

Noida, India
February 2024 - May 2024

- Generated \$40,000+ in software sales, exceeding sales targets by 5%.
- Executed B2B strategies and conducted market research to improve retention and growth.

Keywords: B2B Sales, Market Analysis, Client Retention, Strategic Outreach, Revenue Growth.

M.S. Overseas

Head of Marketing

New Delhi, India
June 2022 - June 2025

- Led a team of 15 and boosted market share by 17% across Middle Eastern and East Asian regions.
- Increased ROI by 20% through SEO, Google Ads, and feedback-driven customer engagement.

Keywords: Digital Marketing, SEO, Google Ads, Data-Driven Strategy, ROI Optimization.

Hero MotoCorp

Sales & Marketing Intern.

New Delhi, India
July 2021 - August 2021

- Supported campaigns that led to over \$40,000 in seasonal product sales.
- Conducted competitor analysis and market trend research to refine outreach strategy.

Keywords: Sales Support, Customer Experience, Market Trends, Promotional Campaigns

PROJECTS

Hero MotoCorp Marketing Strategy Project

December 2021 - February 2022

- Executed targeted marketing campaigns that improved customer satisfaction by 30%.
- Designed promotional materials and improved product visibility across multiple channels.

Keywords: Campaign Execution, Customer Feedback, Visual Marketing, Trend Analysis.

Maruti Suzuki – Consumer Satisfaction Research

April 2022 - June 2022

- Conducted consumer surveys with 100+ participants and provided data-driven recommendations.
- Assessed key purchase drivers and post-test drive feedback.

Keywords: Consumer Research, Data Collection, Customer Insights, Market Behavior.

SKILLS

Technical Tools: Salesforce, HubSpot, Apollo.io, Zoho CRM, LinkedIn Sales Navigator, Wix, Canva, Adobe Express, MS Office Suite, Tableau, Power BI, Python, Google Workspace, Outlook, Google Ads, SEO Tools.