

# IQRA SIDDIQUI

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## Marketing Manager

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Simply Green Home Services

Toronto, Ontario.

Dear Hiring Manager,

I was pleased to know about an opening of Manager Marketing at Simply Green through Yashraj Tahiramani and was excited to apply considering it as a great opportunity to apply my years of experience in Marketing Management role.

Throughout my career in Marketing, I thoroughly enjoyed complex problem-solving situations and challenging projects hence wherever I have worked my management has always considered me an integral part of the organization while praising me for being a person with **strong leadership skills**. I was hired as Associate Manager at HUM Network however within a span of 1 year got promoted as **Manager Marketing** for extraordinary performance and results. At Streamline I started with a portfolio of \$1M and within two years grew it to **\$5M+**.

Having worked at International levels with world renowned brands like Kelloggs, Mondelez, Colgate, LG, General Mills empowered me with an attitude to embrace change and deliver results with a mindset to adapt and collaborate. Some of my achievements include:

- Accomplishing an average **monthly score of 95%** at Sykes in team evaluation and client services
- Led acquiring of Guinness World Record for Pringles for creating **"World Largest Can Pyramid"**
- Designed and implemented biggest family carnival similar to **Canadian National Exhibition** which had a turnover of **300,000 visitors in 2 days**; received special **recognition letter from COO**
- Created a **mini hypermarket like Walmart** in BVLGARI hotel for a Sales Conference of Trade Marketers in Middle East
- Increased **revenue by 25%** at Streamline by introducing Digital and Production Unit

Currently received Certificate in Digital Marketing at York University as I believe constant learning and development are the keys to success in life.

Looking forward to collaborating with talented team of Simply Green to further enhance my skills and bring the best out of me.

Sincerely,

Iqra Siddiqui