

# IQRA SIDDIQUI

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## Marketing Manager

Campaign Management specialist with experience in planning & implementing digital and traditional media strategies. Self-driven, consistent, and flexible to work in a fast-paced environment and successfully managed portfolio of more than \$5M for globally renowned brands like Pringles, Old El Paso, Nature Valley, Betty Crocker, Haagen Dazs, Cadbury, LG, Pantene, and Colgate.

### DEMONSTRATED SKILLS IN:

Digital Communications	Self-Motivated	Leadership
Strong Analytical Skills	Ability to Collaborate	Decision-Making
Marketing Management	Oral Communication Skills	Meet Deadlines

### Client Services

**Rogers Telecommunications (via Sykes)**

**Feb 2020 - present**

#### Performance Highlights:

- Maintaining average **monthly score of 95%** in team evaluation and client services performance
- Key account representative for corporate accounts
- Managing clients and ensuring smooth delivery of services provided by Rogers
- Assist and ensure operations team to timely resolve any technical issues clients are experiencing

### Manager – Client Services

**Streamline Integrated Marketing Solutions**

**Sept 2015- Nov 2019**

Brands: **Pringles, Old El Paso, Nature Valley, Betty Crocker, Haagen Dazs, Colgate, Oreo, Cooper**

#### Vision

#### Performance Highlights:

- Increased annual business **revenue by 25%** by introducing Digital and Production Unit
- Successfully led project of acquiring **Guinness World Record** for Pringles by creating “World’s Largest Can Pyramid”
- Created a **mini hypermarket like Walmart** in BVLGARI hotel for Trade Marketers Conference
- Executed online polling campaigns for Award Shows which led to increase of visitors on **social media pages by 58%**
- Received brief from clients, planned and executed digital and traditional brand awareness plans
- Developed digital media strategies for new and existing projects to improve customer engagement
- Planned, set up and optimized paid campaigns on Google, Facebook, and other platforms
- Managed lead generation campaign via using customer relationship and marketing automation tools
- Worked on Email Campaigns through database collected from website traffic
- Managed multi-touch points campaigns – SMS, Direct Mail, Direct Marketing, SEM, Social

- Collaborated with brand managers for strategic planning to optimize campaigns through better segmentation
- Developed and optimized media plans for maximum ROI on clients' budget
- Managed website development, content update, and ensured database management
- Presented monthly and weekly reporting to stakeholders with performance metrics results
- Worked with agencies to get big data insights, understand business rules, and competitive analysis
- Prepared presentations and marketing programs to develop business, acquisitions, pricing strategies

### **Manager Marketing**

#### **HUM Television Network**

Apr 2012- Sept 2015

*Biggest Network of Journalism, Broadcasting & Entertainment Industry in Pakistan*

#### Performance Highlights:

- *Designed and implemented biggest family carnival similar to Canadian National Exhibition which had a turnover of **300,000 visitors in 2 days leading to a profit margin of 27%***
- Managed Integrated Marketing Communications for 3 Television Channels, Magazines & a Film Unit
- Forecasts, Strategy and Planning in close coordination with C level management – President, CEO & COO
- Led Traditional, Experiential & Digital marketing initiatives for new launches of series, seasons, and movies
- Planned, budget and executed Award Shows, Fashion Shows, Concerts, Trade shows at an international level
- Coordination with vendors and agencies for acquiring data-driven research

### **TECHNICAL CERTIFICATIONS:**

- Digital Marketing Certification – **York University** **May - Nov 2020**
  - SEO and SEM advertising
  - Social Media Marketing & Planning – Facebook, Instagram, LinkedIn, Twitter
  - YouTube & Content Marketing/Planning (how to develop a content calendar)
  - Google Analytics Tools, how UTM works, B2B Marketing & LinkedIn
  - Website UX & Design
  - Roadmap to Strategy
  - CRM and Marketing Automation Tools – Sales Force, HubSpot, Ad Espresso, Shopify, Uberflip, Customer Journey Mapping, Process Mapping, Logical Condition Mapping
- Google Analytics for Beginners – **Google Analytics Academy**
- Advanced Google Analytics – **Google Analytics Academy**
- Social Media Marketing Certified – **HubSpot Academy**
- Fundamentals of Project Management – **36 hours of Project Management PDUs**
- Sales& Marketing Program - **Humber College** **April - May 2020**

### **EDUCATION**

MBA, Marketing SZABIST

**July 2011**