

# Haroon Siddiqui

**SOCIAL MEDIA SPECIALIST - Social Media Marketing, Client Servicing, Performance Marketing**

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## SKILLS

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- **Digital Marketing:** Expertise in SEO (Google Analytics, Semrush), PPC (Google Ads), Email Marketing.
- **Website development:** Wix, WordPress, Shopify, retargeting campaigns, reporting, and performance tracking.
- **Social Media Marketing:** Content creation, copywriting, influencer marketing, video editing, Canva Pro.
- **Project Management:** Tools: Notion, Asana, ClickUp, Jira, Manychat, Zapier, Hootsuite, Miro, Gantt Chart.

## WORK EXPERIENCE

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### Front Desk & Marketing Assistant

September 2023 – Present

*Bhardwaj Law* - Vaughan, Ontario, Canada

- Formulated comprehensive marketing strategies for platforms, driving brand awareness up by 50% in 3 months.
- Synergized with legal teams to enhance content strategies, leading to a 30% increase in client inquiries.
- Enhanced SEO techniques, resulting in a 40% boost in monthly organic search rankings and visibility.
- Innovated automated workflows using Wix Automation and Zapier, saving 10 hours of manual work each week.
- Refined customer outreach through email marketing campaigns, improving inquiry rates by 20%.

### Marketing Manager (Digital & PR)

December 2022 – August 2023

*Skymet Weather & Gramcover Insurance* - India

- Led the rebranding and launch of Skymet AI, engaging 1 million farmers through targeted data-driven campaigns.
- Managed the redesign of Mumbai Rains app, increasing accuracy by 25% through machine learning models.
- Directed multi-channel campaigns, boosting downloads by 30% and improving app ratings from 3.9 to 4.5.
- Coordinated content creation with influencers and animations, raising engagement by 40%.
- Implemented strategic marketing initiatives, leading to a 20% increase in customer engagement metrics.

### Business Development & Client Servicing Manager

July 2020 – November 2022

*Designbox Studios* - India

- Devised targeted media strategies for Tech Mahindra and Hindustan Coca-Cola, resulting in a 15% ROI increase.
- Led social media and SEO initiatives, organically growing Instagram followers from zero to 1,500.
- Directed cross-functional teams on digital projects, delivering results on time with 100% client satisfaction.
- Managed sales of the in-house SaaS application ecollat, achieving a 20% increase in annual revenue.
- Established client acquisition processes, converting 30% of leads into long-term business relationships.

## PROJECTS

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### GLP Power - Powered by USAID

*Content Strategist and Branding Specialist*

- Created impactful content promoting innovative organizing methods, enhancing agency for 500,000 workers across Asia using digital tools while overcoming restricted democratic spaces and strengthening regional solidarity.

### WINDS - Weather Information Network Data Systems

*Branding and Content Strategist*

- Developed branding strategies and launch video for Kisan Rin Portal, improving data-driven decision-making for 200,000 farmers and aligning with three government-backed insurance and disaster management initiatives.

### Website for NGO - United for Humanity (UFH)

*Web Content Strategist*

- Designed and developed website content, increasing global engagement with 50,000+ donors and volunteers, enhancing user interface (UI), and boosting donations by 30% to support the organization's mission.

## EDUCATION

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### Post Graduate Diploma, International Business Management

September 2023 – April 2024

*Fleming College, Canada*

### Bachelor of Business Administration (BBA), Marketing

June 2017 – July 2020

*Sharda University, India*

## CERTIFICATIONS

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- **Facebook Marketing** – Meta
- **Instagram Marketing** – Meta
- **Google Ads Search Certification** – Google
- **HubSpot Social Media Marketing Certificate** – HubSpot Academy
- **Digital Marketing Certification** – HubSpot Academy