

# MOHD. ADEEB SIDDIQUI



-  Kanpur, UP 209203
-  Bold Profile
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- Dynamic B2B Marketing Manager with a proven track record of driving growth through innovative marketing strategies across various channels. Successfully increased organic website traffic by 35%, boosted lead generation by 20%, and improved customer conversion rates by 30% through effective CRM system
- Adept in conceptualizing, implementing and developing communication strategies ,marketing plans ,process operations, procedures and service standards with top to bottom line profitability.
- Professionally Certified in Digital Marketing, Customer Relationship Management & Advanced Copywriting.
- Proficient in SEO, SMO, Email Marketing, Web Analytics, Google AdWords & other tools and techniques of Digital Marketing.
- Monitoring and managing Public Relations, Media Liasioning, Content writing, Client Servicing, Image & Crisis Management, coordinating internal as well as external communications across various media channels and LOB's.
- International Exposure to France, UK, Germany, UAE, Australia and other countries for business networking, industry events and tradefairs.
- Associated with HL Agro Products Pvt Ltd. as the Brand Manager/ Marcomm Manager for over 8 years.
- Spearheading the marketing, events & communication initiatives of subsidiary company – Wilmington Foods based in Sharjah, UAE for the last three years.
- Worked with Perfect Relations as the Lead Manager – UP East for over 6 years.
- Team player with strong analytical and leadership skills.

## Content Portfolio

- [https://drive.google.com/drive/folders/1\\_X8X6Idj4aIuv3Z5KTUD5yeQcBR2Wlv3](https://drive.google.com/drive/folders/1_X8X6Idj4aIuv3Z5KTUD5yeQcBR2Wlv3)

## Skills

- Marketing Communications
- Digital Marketing -SEO/PPC/ SMO
- Marketing Campaigns
- Content Marketing /Blogging
- Events/ Tradefairs

- Copywriting
- Media Management/PR/ Press Releases
- Brand Activation
- B2B Marketing
- Copywriting
- Internal/External Communications
- Email Marketing
- Adobe Photoshop/ Corel Draw



## Work History

- **Brand Manager**

*HL Agro Products Pvt. Ltd., Kanpur*

- Building a strong brand connect with the target audience through campaigns, events, and partnerships
- Maintaining consistency in brand image, positioning, and communication across all customer touch points
- Lead the development of communication content across all media channels (newsletter, websites, social media, etc.) to increase awareness of the organization's mission and encourage followers to become constituents
- Planning, developing, and implementing marketing campaigns to promote the ingredient products in B2B & B2C markets.
- Manage creative/graphics development for print, digital and merchandising requirements
- Ensure web development and delivery supports effective communication of organization messages
- Strategizing & implementing SEM, SEO, UX, Google Analytics, Google AdWords, GTM, Facebook designs, digital marketing campaigns
- Manage the company's participation to events & trade fairs

- **Marketing Communications Manager**

*HL Agro Products Pvt. Ltd., Mumbai, India*

- Strategically align with overall branding & marketing goals of HL Agro's business
- Extend support by creating content/collaterals/contextual messaging, etc
- For demand generation, GTM initiatives, brand building, thought leadership initiatives, social media marketing projects, training services, and more
- Manage the internal & external communication channels of the organization
- Lead digital marketing activities - Content Marketing, PPC, SEO/SEM, Social Media, PR, Blogger Outreach
- Manage the company website with content updates
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights

2018-04 -  
Current

2016-05 - 2018-  
03

2010-02 - 2016-04

- Collaborate with agencies and other vendor partners
- Prepare and manage external newsletters
- Manage the company's participation to trade shows
- Handling Media, PR & events, producing content for press releases, media invites, spokesperson profiles & speeches

### ● **Lead Manager - UP East**

*Perfect Relations, Uttar Pradesh*

- Preparing a PR strategy and plan for the year, executing the same making necessary modifications as and when needed
- Developing relationships with identified media houses in UP East on an ongoing basis
- Collating and analyzing data pertaining to spend and strategy of various competitors on an ongoing basis
- Assisting group companies / Industry Associations as and when needed, in various PR related activities
- Drafting press releases, invites & other media related documentation
- Formulating proposals for the client
- Client Servicing, Account Management & Crisis Management
- Preparing presentations and communication reports of the client on periodical basis
- Clients Handled: Uninor, Mercedez, Motorola, Polycom, Techcom, Affle, Acer, NVIDIA, Max Life, Luna Ergonomics, Intex
- Projects Handled: Uninor Unihome offer, Uninor Rahat Programme, Intex product Launch, OLPC (One Laptop Per Child), Techcom entry in UP East, Alibaba.com, Sify

2008-06 - 2010-01

### ● **Manager (Marketing & Media)**

*Picasso Animation College, Lucknow, India*

- Analysing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies
- Liaisoning with media professionals, arranging special events/ promotions, organizing press conferences and ensuring the collateral to be on target with the intended message
- Managing the publicity strategies and actively involved in preparing publicity brochures, hand-outs, promotional videos etc
- Managing sales and marketing operations, ensuring accomplishment of set business targets
- Exploring new business opportunities in various segments along with concerned branches in the states
- Handling Media, PR & Events of the organization
- Designing & Composing the write-ups for mass- mailing, sms campaigns, press-invites & press-releases

2003-05 - 2006-06

### ● **Administrative Officer**

*Rajiv Gandhi School for Management Studies & Research, Lucknow, India*

- Executive support to the Assistant Director and his team and assisting in all areas included in the mandate of the office
- Supporting the Assistant Director by managing or leading emerging priorities and initiatives
- Liaisoning with internal and external stakeholders

- Making recommendations regarding improving operational effectiveness and assuming a leadership role for the development and execution of specific projects regarding efficient administrative systems
- Planning all renovations, including budget oversight, design, furnishings, and materials
- Responsible for Inventory and control of furnishings and computer resources



## Education

2008-01

- **MBA: Finance & Marketing**

*Amity University*

GPA: 8.4 CGPA

2003-01

- **B.Com.**

*Lucknow University*

Final Grade: 61%

1999-01

- **XII**

*Central School*

GPA: 85 %

2025-01 - 1997-01

- **High School Diploma**

*Central School*

GPA: 68 %



## Accomplishments

- Topper in Senior Secondary (XII) Board securing 85%.
- Certified Google AdWords & Analytics Professional.



## Projects

- **Wilmington Foods ( UAE):** Launched the Tahini brand in UAE market focusing on Digital & Social media campaigns, In-store tastings & samplings and Retail-partnerships & promotions. Managed the company's participation to trade fairs– Gulfood, Private Label Middle East, Abu Dhabi International Food Exhibition.

**Voluntary Health Services** - PR and documentation of the training session conducted with the object of building capacities of CSO and CBO staff on roll out of NACO transgender guidelines in the Uttar Pradesh region. ( **2 weeks** )



## Training

- **Reliance Communications:** 6 weeks, Gained exposure in commercial procedure of billing & working on SAP.