




ZAEEM SIDDIQUI

MARKETING MANAGER

 Ztsh82@gmail.com

 832-684-6097

 [linkedin.com/in/zaeem-s-918aa2120/](https://www.linkedin.com/in/zaeem-s-918aa2120/)

EDUCATION

// B.S. IN MARKETING

University of Houston
(Victoria)

// RELATED COURSES

Marketing Strategy &
Planning
Global Environment of
Business
Professional Selling
Business Law and Ethics

SKILLSET

// TECHNICAL

Notion, Slack, G Suite
Microsoft Office, Social
Media Marketing, Adobe
Suite, Google SEO,
Google AdWords, Social
Media Ads Platform(s)

// FUNDAMENTAL

Marketing & Sales Design
thinking
Problem solving
Communications
Storytelling
Team leadership

// EXTRA ACTIVITIES

Reading & researching
Gaming
Content Creating
Painting/Drawing
Creative Writing

PROFILE

Experienced digital marketer and entrepreneur, founder of Brillion House and SoulTies US Co, with a significant track record in marketing strategy and nonprofit leadership. Skilled in SEO, social media marketing, and content development, with a strong foundation in team leadership and project management. Proven ability to drive impactful campaigns and lead fundraising initiatives that resonate with diverse audiences. Seeking to leverage my extensive marketing expertise in a role that prioritizes innovative strategy and business development.

PROFESSIONAL EXPERIENCE

PARTNER-BRILLION HOUSE | Marketing Manager | Houston, TX | 2019 - Present

- Spearheaded digital marketing initiatives, leading to a 50% increase in overall campaign effectiveness through strategic SEO and email marketing.
- Managed social media and advertising for over 40 businesses, enhancing brand awareness and customer engagement through targeted content strategies.
- Conducted comprehensive performance analyses for digital campaigns, optimizing ROI through data-driven insights and adjustments in marketing tactics.

MARKETING COORDINATOR- Islamic Society of Greater Houston | Houston, TX | 2020 - Present

- Oversaw all marketing efforts, including full social media management, graphic design for event flyers, and video production from pre- to post-production, significantly enhancing community engagement.
- Led the planning and execution of the Suhoor Night Carnival, coordinating logistics, marketing, and vendor relations for over 2,500 attendees, reflecting robust project management capabilities.
- Developed and executed targeted digital campaigns for various community events that consistently exceeded engagement goals, leveraging analytics to refine strategies and maximize impact.

FOUNDER & DIRECTOR Soulities US Co | Houston, TX | March 2024 - Present

- Successfully launched and grew an Instagram channel from 0 to over 600 followers organically within a month, achieving an impressive growth rate of 100% week-over-week, which significantly enhanced brand visibility and community engagement.
- Directed grassroots fundraising initiatives, successfully raising \$15,000 through in-person events and an additional \$5,000 via online platforms like GoFundMe, contributing to humanitarian aid efforts.