



# Syed Sadique Hussain

SALES, MARKETING, WRITING AND ANALYTICS

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## Profile

I am a professional with **4 years** of experience who places a strong emphasis on outcomes and advancement in **sales, marketing, writing and analytics**. A proven track record of writing, driving revenue growth, developing strategic marketing campaigns, and leveraging data insights to optimize business performance. Strong analytical skills combined with a creative mindset to identify market trends and capitalize on opportunities. Adept at building and nurturing client relationships to achieve sales targets and deliver exceptional customer satisfaction. Excellent communication and presentation abilities to effectively convey complex information to diverse audiences. Seeking opportunities to apply expertise in sales, marketing, writing and analytics to drive business success and contribute to the growth of an organization.

## Employment History

Senior Writer and Editor, Wikipedia, Dubai

May 2023 — Present

- Created **20+ Wikipedia articles** for companies, celebrities and government officials from scratch through writing and coding.
- Had done more than **8000+ edits** on Wikipedia across multiple fields.
- **Executive Wikipedia official** of Wiki projects in South Asia, Europe, Middle East and North America.
- Recipient of **Extended user confirmation rights**.
- Learned and followed all Wikipedia policies and procedures, resulting in fewer mistakes and improved article's readability
- All articles publish on Wikipedia has the highest ranking page in any search engine

Marketing Assistant, Fractal Systems , Dubai

December 2022 — January 2023

- Implemented multiple strategies for improving the **SEO ranking** of the Fractal System's main website.
- Wrote **micro-blogging content** for multiple products and services they offer.
- Wrote the **speech for the Managing Director** which was used in the Interview for a **National News channel called Khaligena TV**

Associate Business Analyst and Lead Generation – Specialist, Stella Shared Spaces Private Limited (Cosmofeed) , Chennai

October 2021 — October 2022

- Played a **critical role in expanding the business** to multiple customers.
- Played a major role in **increasing customer engagement and downloads** for the Play Store App from the launching of the App to **100k downloads**.
- Played a crucial part in bringing on **new creators**, which caused the total revenue from creators to reach **Rs 100 Crores/ 12.2 Million \$/ 45 Million AED by the early quarter of 2023** for the company.

## Links

[My Profile in Wikipedia](#)

[Linkedin Profile](#)

## Skills

Marketing Strategy



Digital Marketing



Customer Service



Market Research



Data Analysis



Working Under Pressure



Data Visualization



Technology Proficiency



Negotiation



Statistical Analysis



Meta and Instagram Ads



Power BI



SEO and SEM



CRM



Fast Learner



Microsoft Dynamics 365



LinkedIn Sales Navigator



PHP



Google Analytics 360



Decision Making



- **Worked as a growth manager** and took full responsibility for reporting problems faced by the customers in the app (both play store/IOS) to the **CTO and CEO** and helping the executives to solve them by giving advice and suggestions.
- Making **Monthly and weekly performance reports** of the app by using Power BI.
- Acting as a **Negotiator/Middle man** between the **Digital Marketing Agency and the company.**
- Generated **250 - 300 Leads** per month for the company.

Sales and Business Development Manager, Kowi Lifestyle Private Limited , Chennai

April 2021 — October 2021

- Increased the **Total Revenue by 2x** by planning and implementing the marketing strategy in 6 months.
- Played a major and critical role in making **KOWI as one of the best healthcare Start - up of India** for which it was nominated by CIO Review India.
- Had made the **Digital Marketing strategy** for the brand with Cost Allocation of each **Social Media platform and Google Ads.**
- Used **Facebook Business and LinkedIn Sales Navigator** to run promotional ads.
- Using Analytics tools like **Google Analytics 360 and Microsoft Dynamics 365** for CRM, Analyzing Data and Sales.

Sales and Marketing Associate, Enactus SRM, Chennai

August 2019 — December 2020

- Worked as a direct sales associate by doing groundwork selling for B2B Clients
- Co-ordinated with people from different fields to run operations smoothly.

Writer and Digital Marketer , CDX News, Chennai

January 2019 — March 2021

- Wrote **100+ SEO-based News articles** on Current affairs, Politics, Finance and Entertainment at CDX News Website.
- Handle all the **Social Media Platforms** with an estimated traffic generation of **500,000 reach per month.** I was featured in **Logic Play** for this.
- Got Invited by **The Hindu National Newspaper** to speak about India's 2040 Vision where I gave my perspective on the **Education and Judicial System of India.**
- Formulated and defined editorial strategies for the Organisation that are culturally relevant and socially aware.

**Education**

B.Tech in Biotechnology - Genetic Engineering, SRM Institute of Science and Technology, KTR Campus, Chennai

May 2019 — May 2023

- Won the **Gold Medal for Best Research Paper Presentation on IIoT-Based Smart Factory 4.0 over the cloud at SRM on Research Day 2022**
- **3rd Place** in Inter-College Research Idea Presentation issued by Vel Tech.

**Courses**

Business Analytics Specialization, Wharton Business School, University of Pennsylvania

May 2022 — May 2023

Microsoft Office



Microsoft PowerPoint



Copy Editing and Copy Writing



Communication Skills



Adaptability



Ability to Multitask



Initiative and Problem-solving Abilities



Computer Skills



Leadership and Teamwork



Content Writing



Problem Solving



Critical thinking and problem solving



**Languages**

English



Hindi



Urdu



Arabic

