



SIDRAH HUSSAIN

Marketing Professional

Contact

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About Me

A creatively driven marketing enthusiast with a passion for storytelling, branding, and digital engagement. I bring a unique blend of analytical thinking and imaginative flair, with hands-on experience in content creation, PR campaigns, and visual communication. From crafting compelling social media campaigns to designing marketing strategies that resonate with audiences, I excel in fast-paced, collaborative environments where innovation and creativity drive the way. Always curious and eager to learn, I'm committed to pushing boundaries and delivering ideas that inspire, engage, and make a lasting impact.

Skills

- PR & Media Branding
- Content Creation
- Digital Marketing
- Market Analysis
- Email Marketing
- Microsoft Office
- Teamwork & Time
- Canva & Adobe Photoshop

Education

- High School Diploma (CBSE) - Our Own English High School, Al Warqa 2010- 2020
- B-Tech Level 3 in Business Explore Education, Pearson UK 2022 - 2023
- BA Honours Advertising, PR and Branding- Middlesex University 2023- 2026

Experience

- Marketing Assistant - Hayaty Events | Dubai, UAE 2022- 2023
At Hayaty Events, I took on a dynamic role combining digital marketing and event support. I managed the social media pages by curating and scheduling content that aligned with each event's theme and brand identity, increasing overall engagement. In addition to digital responsibilities, I provided hands-on support during weddings and high-profile corporate events, assisting with coordination, logistics, and client servicing. I also developed tools for data collection, conducted satisfaction surveys, and produced detailed reports with insights and recommendations to improve future experiences. This opportunity enhanced my creative storytelling, problem-solving, and adaptability while working in a fast-paced, detail-oriented environment.
- Digital Content Creator - Sum Technologies | Dubai, UAE 2023 - 2024
During my internship at Sum Technologies, I worked as a Digital Content Creator and Marketing Intern, where I was responsible for planning and managing the company's social media platforms, designing engaging digital content, and implementing targeted email marketing campaigns. I contributed to strategic planning through market research and competitive analysis, helping the team refine and align their digital marketing objectives. My role also involved supporting backend marketing operations such as coordinating promotional materials, tracking campaign performance, and assisting with client communications. This experience allowed me to apply my creativity in a professional setting, sharpen my analytical skills, and understand the importance of consistency and brand voice across all digital platforms.
- PR & Media Branding Assistant (Freelance) Sep 2024 - Dec 2024
AB Fit Company & One Billion Summit
As part of the PR and Media Branding team for AB Fit Company and the One Billion Summit, I contributed to the creation and execution of strategic branding campaigns designed to boost visibility and audience engagement. I developed creative content tailored for their social media and advertising platforms, ensuring consistency in tone and brand messaging. My responsibilities also included managing media relations and overseeing promotional efforts for high-profile events. This experience strengthened my ability to manage communications and support large-scale branding initiatives.
- Campus Marketing Interviewer – Hezire Technologies Nov- 2024
(Volunteering Role in the University)
I volunteered with Hezire Technologies, a company specializing in electronic gadgets, during a university-based promotional campaign. My role involved conducting engaging on-campus interviews with fellow students, where I asked interactive and product-focused questions to introduce Hezire's offerings in a relatable manner. Through these peer-to-peer interactions, I helped generate interest in the brand and created a direct channel of communication between the company and its target audience. This volunteering opportunity enhanced my public speaking, promotional strategy, and consumer engagement skills, while giving me firsthand experience in brand activation and marketing.