

Ayaan Sadiq

Social Media & Content Strategist | Mississauga, ON | Open to remote
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RECRUITER QUICK SCAN

Growth Marketing & Content Strategist - Freelance (Jan 2026 - June 2026)

- Managed a roster of 30+ creators across concurrent brand campaigns.
- Lifted average content engagement 25 to 40% through data-led creator selection and platform-native storytelling.
- Cut campaign operations time by roughly 30% with repeatable outreach, execution, and reporting workflows.

Content Writer - Freelance (Jan 2025 - Dec 2025)

- Shipped SEO content across 4 surfaces: product, category, landing, and email.
- Published long-form, keyword-intent blog content on a monthly cadence across 12 months of the engagement.
- Maintained voice consistency across 4+ publishing channels inside the same brand system.

Marketing Intern - mrkt X (May 2025 - Aug 2025)

- Ran platform-specific content calendars across 3 channels: Instagram, Facebook, and LinkedIn.
- Delivered digital audits and strategic briefs across 4 months for multiple client accounts, converting into shipped collateral.
- Kept multi-account campaign work on schedule across 100% of assigned delivery dates.

Influencer Marketing Associate - Freelance (Sept 2024 - Dec 2024)

- Built and maintained creator databases and trackers covering the full campaign lifecycle across 4 stages.
 - Supported multi-creator campaigns end to end across a 4 month program, from first outreach to content delivery.
 - Turned engagement analysis into creator-selection changes for the next 2 campaign cycles.
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EXPERIENCE

Growth Marketing & Content Strategist

Freelance - Remote - Jan 2026 - June 2026

Owned social and influencer programs end to end for multiple brands: strategy, creator roster, workflows, and post-launch optimization.

- Managed a roster of 30+ creators across concurrent brand campaigns.
- Lifted average content engagement 25 to 40% through data-led creator selection and platform-native storytelling.
- Cut campaign operations time by roughly 30% with repeatable outreach, execution, and reporting workflows.

Content Writer

Freelance - Remote - Jan 2025 - Dec 2025

Wrote full-funnel SEO content for US eCommerce brands and held one brand voice across Shopify, Amazon, social, and paid.

- Shipped SEO content across 4 surfaces: product, category, landing, and email.
- Published long-form, keyword-intent blog content on a monthly cadence across 12 months of the engagement.
- Maintained voice consistency across 4+ publishing channels inside the same brand system.

Marketing Intern

mrkt X - Mississauga, ON - May 2025 - Aug 2025

Supported strategy, content, and campaign execution inside a marketing studio across multiple client accounts at once.

- Ran platform-specific content calendars across 3 channels: Instagram, Facebook, and LinkedIn.
- Delivered digital audits and strategic briefs across 4 months for multiple client accounts, converting into shipped collateral.
- Kept multi-account campaign work on schedule across 100% of assigned delivery dates.

Influencer Marketing Associate

Freelance - Remote - Sept 2024 - Dec 2024

Ran the operational layer of influencer campaigns: outreach, onboarding, content coordination, and performance tracking.

- Built and maintained creator databases and trackers covering the full campaign lifecycle across 4 stages.
- Supported multi-creator campaigns end to end across a 4 month program, from first outreach to content delivery.
- Turned engagement analysis into creator-selection changes for the next 2 campaign cycles.

EDUCATION

Seneca Polytechnic, Toronto, ON

Postgraduate Certificate, Digital & Social Media Marketing.

George Brown College, Toronto, ON - Aug 2025

Postgraduate Certificate, Marketing Management, Digital Media.

CERTIFICATIONS

- Email Marketing Certified - HubSpot Academy, 2025
- Inbound Certified - HubSpot Academy, 2025
- Google Digital Marketing - Google
- Hootsuite Platform - Hootsuite Academy

SKILLS

Social media strategy, influencer programs, content planning, campaign workflows, SEO writing, marketing analytics, brand storytelling, CRM and customer operations.