

ABDUL SIDDIQ

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PROFESSIONAL SUMMARY

Digital Marketing and Ecommerce professional with 7+ years building revenue engines across paid media, DTC brand development, and AI-powered marketing operations. At Innova Electronics, I lead multi-channel strategy across Meta, Google, Amazon, TikTok, and Shopify, contributing to \$10M+ in annual digital revenue with a 7.83x Amazon Sponsored Products ROAS and 3.93x average Meta ROAS across six active campaigns. I co-founded FITH, a modesty-focused activewear DTC brand, from a cold garage with no fashion background into a multi-channel operation generating millions of organic impressions and a creator program spanning thousands of affiliates and 200 monthly retainer creators. What separates me is my ability to build and deploy AI automation systems without a development background. Using Claude Code, Replit, and Lovable, I have shipped production tools for data reporting, inventory forecasting, content pipeline automation, and competitive analysis that save hours of manual work daily and let small teams operate at enterprise scale.

PROFESSIONAL EXPERIENCE

Innova Electronics Corporation | Irvine, CA | *June 2023 to Present*
Digital Marketing Specialist, Ecommerce

Paid Media Strategy & Execution

- Inherited a paid media operation spending hundreds of thousands annually with sub-3x Amazon ROAS and zero Meta presence. Rebuilt the entire operation from a proper testing foundation before scaling.
- Restructured Amazon Sponsored Products campaign architecture from scratch: tightened keyword targeting to high-intent terms, ran systematic A/B tests across listing components (titles, hero images, bullets, A+ content), and implemented a mix of manual and automated bidding strategies. Achieved 7.83x ROAS, \$1.28M+ in attributed sales, and 11.1M impressions.
- Launched Meta Ads from zero, scaling from \$50/day to over \$4,000 in daily spend. Owned the full creative process from ideation through production and publishing. Produced AI-generated content, UGC, affiliate content, and whitelisted influencer creative. Achieved 3.93x average ROAS across 6 campaigns, with a top campaign at 6.08x, \$785K+ in conversion value, and 14.2M impressions.
- Discovered and designed around a Meta-to-Amazon halo effect: Meta campaigns drove research intent on a higher-ticket product while Amazon captured the purchase. Confirmed by customer comments on Meta ads citing Amazon pricing. Turned a two-platform operation into one coordinated revenue engine.
- Applied an 80/20 testing framework: 80% of spend on proven formats, 20% on controlled creative experiments. Several lowest-confidence creatives became top performers running months without fatigue.

Creator & Influencer Programs

- Constructed the creator and influencer program from nothing: used TikTok Shop affiliate portal as a discovery engine, then converted top converters to monthly retainer contracts. Scaled to 1,000+ TikTok Shop affiliates and 200 active retainer creators producing content across 3 hero products monthly.
- Tracked engagement rate, CTR, CPM, CPA, conversions, and ROAS per creator, establishing performance benchmarks that informed contract renewals and budget allocation.

AI Automation (Built Without a Development Background)

- Designed and deployed a data reporting agent that exports platform data to CSV, analyzes spreadsheets, and generates slide decks with high-level performance analysis. Used across Meta Ads, Shopify, product sales forecasting, purchase forecasting, and content analysis.
- Architected a content pipeline agent that analyzes competitor video transcripts, adapts scripts to internal products, outputs to a tracking sheet, integrates with ElevenLabs for voiceovers, creates Jira project tickets, and assigns to video editors automatically.
- Implemented human review checkpoints across all automation workflows. Nothing tax-related, payment-related, or stakeholder-facing is processed without manual sign-off.

Results

- Amazon Sponsored Products: 7.83x ROAS, \$1.28M+ attributed sales, 11.1M impressions

- Meta Ads: 3.93x average ROAS (top campaign 6.08x), \$785K+ conversion value, 14.2M impressions, scaled from \$50/day to \$4,000+/day
- Combined: \$2M+ directly attributed revenue, 25M+ total impressions, contributing to \$10M+ in annual digital revenue

FITH (DTC Ecommerce Brand) | Orange, CA | November 2022 to Present

Co-Founder & Ecommerce Marketing Manager (Independent Venture)

- Co-founded a modesty-focused activewear brand after identifying a genuine gap: the Muslim community was underserved by brands making token gestures without understanding modesty requirements in design, fit, or fabric. Started in a cold garage, zero budget, no fashion background, funded entirely by work bonuses.
- Grew the brand beyond the original Muslim demographic to secular audiences sharing modesty-forward values. Expansion was organic, driven by authentic community storytelling.
- Launched on TikTok first, then Instagram. Viral growth driven by relatable content showing real pain points of the underserved community. Generated millions of organic impressions without paid amplification in early stages.
- Constructed the creator program organically: started with product-for-content affiliate model, then scaled through inbound creator demand as the community grew. Reached thousands of TikTok Shop affiliates and hundreds of creators with repurposing rights and monthly retainer contracts. Established formal KPIs and performance targets.
- Developed AI automation for inventory management: custom system tracking sell-through velocity, flagging restock thresholds in real time, and generating data-driven purchase order recommendations. Also deployed AI for competitor monitoring, content production, custom landing pages, and performance dashboards.
- Operated as a self-funded, two-person team with active revenue across Shopify, TikTok Shop, and Meta. All profits reinvested back into the business.

VisualArtistry Collective | Anaheim, CA | July 2017 to July 2023

Marketing Operations Assistant, then Marketing Project Coordinator

- Led end-to-end project execution for high-profile marketing programs, managing scope, timelines, and cross-functional creative teams of designers, videographers, and editors.
- Developed company-wide SOPs, streamlined production workflows, and built quality control processes that improved turnaround efficiency and ensured consistent deliverable standards.
- Directed client relationship management and customer success initiatives, driving repeat business and long-term partnership retention.
- Spent 3+ years in agency operations and event production, building the operational foundation that makes all subsequent marketing work sustainable and scalable.

TECHNICAL SKILLS

AI & Automation: AI Agent Development, Workflow Automation, Claude, Claude Code, OpenAI/ChatGPT, Gemini, Lovable, Replit, ElevenLabs

Advertising Platforms: Meta Ads, Google Ads, YouTube Ads, TikTok Ads, Amazon Ads, Snapchat Ads, Reddit Ads, X/Twitter Ads, Bing Ads

Ecommerce & Operations: Shopify, Amazon Seller Central, TikTok Seller Center, TikTok Shop

Marketing Automation: Klaviyo, Brevo, A/B Testing, Email Marketing, Lead Scoring

Analytics: Google Analytics, Data Dashboards, KPI Tracking, Performance Reporting

Creator & Partnerships: Influencer Management, Creator Whitelisting, Branded Content, UGC, Affiliate Programs, TikTok Shop Affiliates

Project Management: Monday.com, Jira, Wrike, Notion, Slack

Creative: Adobe Premiere Pro, After Effects, DaVinci Resolve, Figma, Lightroom

EDUCATION

California State University, San Marcos | Bachelor of Science