



# Shashank Singh

Marketing Assistant

Sheffield, UK

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## Links

[LinkedIn](#)

## Languages

English

## About

BRANDS WORKED WITH

MEPS International Ltd.

Popular Bakers Pvt Ltd.

Superbowl UK

## Experience

### Marketing Assistant

MEPS International Ltd. | Apr 2022 - Now

Supported successful implementation of full-scale marketing campaigns that resulted in a 35.02% increase in web traffic and a 21% increase in overall online sales by developing and distributing engaging content through Paid ads(PPC and Social Media),Google analytics, Social Media Marketing, and Email Marketing.

Grew social media following on LinkedIn, Twitter, Instagram and Facebook by 24.5% through sharing valuable industry news, analysis, and participating in social media groups to post updates and engage with followers through comments and messages.

Conduct research on new marketing techniques like Public Relations, Event Participation and SEO to increase brand awareness in the North American market.



### Marketing and Duty Manager

Superbowl UK | Dec 2021 - Mar 2022

Managed team of 20 members who were responsible for customer service, managing the kitchen, keeping track of inventory, and handling banking in a fast-paced environment.

Successfully increased web traffic by 15% through the implementation of SEO, SEM, Paid Ads(PPC), Social Media and Email Marketing.

Created a marketing funnel which resulted in a 10% increase in bookings.

### Marketing Assistant

Popular Bakers Pvt Ltd. | Sep 2018 - Jun 2020

Supported increasing sales by 150% during COVID by researching the market landscape and identifying strategies to create competitive advantage.

Conducted monthly competitive analysis of market offerings, identifying trends and strategic opportunities.

Coordinated with external team members to develop a social media strategy for Facebook and Instagram that increased total social media followers by 26.5%.