

Shanice Singh

Digital Marketing Specialist

Passionate about all things related to Digital Marketing. I have over ten years of experience with content creation and social media management. I've also worked with email marketing and lead generation in my role as Marketing assistant. I believe in keeping up with the ever-changing Marketing environment and upskilling continuously in order to ensure that I am bringing the best and latest Marketing techniques in my work.

SKILLS:

- Content writing
- Email Marketing
- Social Media Community Management
- Lead Generation
- Paid Social Media

EDUCATION

General Bachelor of Arts in English and Criminology

University of KwaZulu Natal | 2017

Certificate in Digital Marketing

Digital School of Marketing | 2019

Certificate in Brand Management

Digital School of Marketing | 2019

Certificate in Digital Copywriting and Content Management

Digital School of Marketing | 2020

Certificate in Marketing Management

Digital School of Marketing | 2020

Certificate in Performance Media

Red and Yellow Creative School of Business | 2021

EXPERIENCE

Assistant Marketing Coordinator

Rewardsco Sales | July 2022- Present

- Assist with copy writing as and when needed by the Creative Team
- Creating a variety of reports to track metrics such as projects completed, engagement, impressions, etc
- Ensure all projects are tracked through Monday.com
- Communicating with vendors and generating purchase orders
- Organizing market research and assisting with pulling information together
- Providing administrative support to the marketing and internal team
- Assist with planning team events
- General office duties

Marketing Assistant

Rewardsco Sales | January 2022 - June 2022

- Setting up and monitoring online ads for Facebook
- Optimizing Facebook ads based on best practices
- Monitoring costs to ensure they meet KPI's
- Ensuring ads, creatives and copy are displayed properly
- Reporting on overall lead generation efforts
- Compiling weekly emails for lead generation
- Updating email work flows and proofreading emails for clarity
- Communicating with vendors and generating purchase orders
- Managing effective online deal changeover on a monthly basis

Marketing Intern

Rewardsco Sales | December 2020- December 2021

- Setting up, monitoring and optimizing Facebook ads based on best practices
- Monitoring costs to ensure they meet KPI's
- Reporting on overall lead generation efforts
- Compiling emails for lead generation
- Updating email work flows and proofreading emails for clarity
- Communicating with vendors and generating purchase orders
- Social media community management
- Conducting website audits to ensure content is accurate and pages are working correctly
- Analyzing competitor brands, consumer trends and behaviors
- Assisting with promotional activities such as product launches
- Managing product updates and uploads to ensure that the correct information is displayed at all times
- Leveraging market research to select the most suitable items for the website

Content Creator and Blogger

Playground of Randomness | August 2013- Present

- Conducting research and writing articles relevant to college students and recent graduates
- Developing a social media and blog strategy
- Conducting interviews
- Reviewing hair and beauty products, books and other items of interest to millennials and university students
- Writing and editing blog posts on college, fashion, lifestyle and books
- Optimizing blog posts based on SEO best practices
- Promoting books, websites and retailers
- Scheduling social media posts
- Conducting research and analyzing past blog posts in order to determine what type of content works best

National Contributing Writer

Her Campus Media | August 2013- Present

- Pitched articles for the websites Her20's section
- Conducted research and wrote articles based on pitches that were approved
- Proof-read and edited articles
- Ensured articles were SEO friendly