

Shayaike Hassan

Digital Marketing Undergraduate Student at UCA |
Course Representative and Campus Officer at UCASU |
Team Leader at CO-OP

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Professional summary

Digital Marketing Undergraduate Student at UCA with 6 years of diverse experience, currently excelling as a Course Representative and Campus Officer at UCASU and Team Leader at CO-OP. Demonstrates strong skills in customer service, digital marketing, and social media management, with a proven track record in supervising and shift management. Passionate about leveraging innovative marketing strategies to drive engagement and growth, aiming to transform digital landscapes with cutting-edge solutions.

Employment history

Co-op Group | Shift Leader | Grays

Jan 2023 - Present

- Lead and motivate team to achieve store targets, implement efficient scheduling, and ensure exceptional customer service, resulting in improved sales performance.
- Maintain meticulous records, conduct thorough audits, and ensure compliance with company policies and safety regulations to minimize risks.
- Spearhead team performance initiatives, optimize scheduling, and elevate customer service standards, driving substantial sales growth and operational efficiency.

Orsett Hall Hotel, Restaurant & Spa | Night Porter/Receptionist | Grays

Jun 2022 - Present

- Manage front desk operations, ensuring seamless guest experiences. Coordinate with departments to resolve issues promptly, enhancing overall satisfaction.
- Provide attentive service to late-night guests, addressing concerns with empathy. Offer local recommendations, enhancing their stay experience.
- Develop creative solutions for unique guest requests. Implement new procedures to enhance security measures during night shifts.

Tesco | Customer Service Assistant (Part-time) | Chafford Hundred

Nov 2022 - Feb 2023

- Assisted customers with inquiries, improving satisfaction and loyalty through effective problem-solving.
- Delivered exceptional customer service, efficiently managed transactions, and maintained store organization, contributing to positive shopping experiences.
- Resolved customer inquiries promptly, streamlined checkout processes, and implemented effective inventory management techniques.

Holiday Inn Express London Stratford | Guest Service Agent | Stratford

Oct 2022 - Nov 2022

- Welcomed guests with warmth, efficiently managed check-ins/outs, and resolved queries promptly, enhancing overall guest satisfaction at Holiday Inn Express.
- Provided personalized recommendations for local attractions and dining, elevating guest experiences and promoting positive reviews for the hotel.

Stack Learner | Digital Marketing Specialist | Dhaka

Oct 2018 - Oct 2022

- Led digital marketing campaigns, optimizing ROI across channels. Implemented data-driven strategies, resulting in substantial growth in online engagement and conversions.
- Pioneered new social media strategies, significantly expanding brand reach. Developed creative content that resonated with target audiences, driving measurable increases in follower engagement.

Jasper Apollo | Search Engine Marketing Manager - Remote | North Holland, Netherlands

Jan 2021 - Apr 2021

- Led remote SEM campaigns, optimizing ad spend and driving substantial ROI improvements. Implemented data-driven strategies, enhancing click-through rates and conversion metrics.

Education

Bachelor's degree in Business | University for the Creative Arts | Epsom

Sep 2022 - Present

Courses

Microsoft Advertising Certified Professional | Microsoft

May 2022 - Present

Fundamentals of Digital Marketing | Google

Sep 2023

Advance as a Digital Marketing Specialist | LinkedIn

Oct 2020

Content Marketing | HubSpot Academy

Jun 2020

Social Media Marketing Certification | HubSpot Academy

Jun 2020

Skills

Shift Management *(Experienced)*

Customer Service *(Experienced)*

Supervising Experience *(Experienced)*

Digital marketing *(Skillful)*

SEO (*Skillful*)

Customer support (*Experienced*)

Market Research (*Skillful*)

Analytical Thinking (*Skillful*)

Market Analytics (*Experienced*)

Brand Development (*Skillful*)

Social media management (*Skillful*)

Brand Strategy (*Skillful*)

Creative Problem Solving (*Skillful*)

Team Collaboration (*Experienced*)

Content Strategy (*Experienced*)

Languages

English (*Skillful*)

Links

[Portfolio](#)

Internships

Bright Network | IEUK 2024: Business, Operations & Marketing On Demand Internship Certificate | London

Jun 2024 - Jul 2024

- **Strategic Partnership Alignment:** Gained insight into selecting and aligning a charity partnership with a company's sustainability goals, ensuring mutual benefit and shared values.
- **Social Impact Assessment:** Learned how to evaluate the real-world impact of a charity, including its vision, mission, and success in addressing social or environmental problems.
- **Marketing & Communication Strategy:** Developed skills in creating a compelling pitch, including designing a marketing and social media plan to effectively communicate the partnership's goals to diverse audiences.
- **Project Planning & Execution:** Gained experience in outlining a comprehensive partnership plan with clear timelines, objectives, and a rationale for long-term engagement.