

## CONTACT

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## EDUCATION

### University for the Creative Arts

Bachelor's degree: Digital Marketing and Social Media

## SKILLS

- Shift Management
- Supervising Experience
- Customer Service
- Digital marketing
- SEO
- Social media management
- Customer support
- Brand Strategy
- Market Research
- Creative Problem Solving
- Analytical Thinking
- Team Collaboration
- Market Analytics
- Content Strategy
- Brand Development
- Team leadership
- Problem-solving

## CERTIFICATIONS

- DMA Award in Marketing certification | Data & Marketing Association
- Microsoft Advertising Certified Professional | Microsoft

# SHAYAIKE HASSAN

## Digital Marketing Undergraduate Student at UCA

## 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.

## EXPERIENCE

01/2023 - Present

### Shift Leader

Co-op Group | Co-op Group, Grays

- 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

06/2022 - Present

### Night Porter/Receptionist

Orsett Hall Hotel, Restaurant & Spa | Orsett Hall Hotel, Restaurant & Spa, Grays

- 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

11/2022 - 02/2023

### Customer Service Assistant (Part-time)

Tesco | Tesco, Chafford Hundred

- Assisted customers with inquiries, improving satisfaction and

- Fundamentals of Digital Marketing | Google
- Advance as a Digital Marketing Specialist | LinkedIn
- Content Marketing | HubSpot Academy
- Social Media Marketing Certification | HubSpot Academy

## LANGUAGES

- **Bangla**  
Native
- **English**  
Fluent

## VOLUNTEER EXPERIENCE

04/2013 - 12/2014

### Deputy Speaker

**Child Parliament** | Child Parliament, Dhaka

- During the Child Parliament in 2013, I participated as a Child Parliament member and raised current education and child safety issues to solve.

## AWARDS

- Epsom Course Rep of the year - 2023/24 | UCASU
- Best Goalkeeper at Cute Handball Premier League | Bangladesh Handball Federation (2018)

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

10/2022 - 11/2022

### Guest Service Agent

**Holiday Inn Express London Stratford** | Holiday Inn Express London Stratford, Stratford

- Welcomed guests with warmth, efficiently managed check-ins/outs, and resolved queries promptly, enhancing overall guest satisfaction at Holiday Inn Express

10/2018 - 10/2022

### Digital Marketing Specialist

**Stack Learner** | Stack Learner, Dhaka

- 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

01/2021 - 04/2021

### Search Engine Marketing Manager - Remote

**Jasper Apollo** | Jasper Apollo, North Holland

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

06/2024 - 07/2024

### IEUK 2024: Business, Operations & Marketing on Demand Internship Certificate

**Bright Network** | Bright Network, London

- Learned to align charity partnerships with company sustainability goals for mutual benefit.
- Gained skills in evaluating a charity's impact, mission, and effectiveness.
- Developed expertise in crafting persuasive pitches and marketing strategies.
- Gained experience in designing comprehensive, long-term partnership plans.