



Shanice Singh

Digital Marketer

- *5 Years Experience in Digital Marketing*
- *10 Years Experience in Web Content Writing*

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Shanice Singh

Personal Mission Statement

I am fueled by my passion for digital marketing and the power of the written word. I strongly believe in giving 100% in everything I do.

Contact Info + Links



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[My Website](#)



[Selected Writing Samples](#)



Areas of Expertise

- Content Writing and Content Marketing: Developing engaging, high-quality content tailored to audience needs across various platforms.
- Email Marketing: Crafting email campaigns that nurture leads and boost conversions.
- Paid Advertising (Meta Ads): Managing and optimising paid ad campaigns for measurable growth.

Core Career Achievements *(to date)*

Lead gen target achievement before business deadline

When I was an intern at Rewardsco, we had a business goal to achieve 100 000 leads by September 2022. My team and I exceeded this goal by achieving 120 000 leads in April 2022. During this time I was responsible for the Paid Social ads (Meta) for this project.

As an intern being trusted to manage a campaign budget of millions was daunting but when I saw the results we gained, it really developed my confidence.

Project Managed a Rebranding Event

In September 2022, I project managed a rebranding event that had 1700 attendees.

This was a major milestone for me since event management was not my main role and this project was hugely outside of my comfort zone.

The difference and impact this event made on company culture was heartwarming.

Core Career Achievements *(to date)*

Developed and executed a targeted email campaign

When I started working at CliqueFin there was no email newsletter. I developed and executed a targeted email campaign that over 6 months brought in a 8.5% increase in open rates (to 11%) and a 234% increase in clickthrough rates.

I had never started an email campaign from scratch so this was another project that took me out of my comfort zone but was so rewarding.

Provided content and copywriting services for multiple start-up brands

In January 2023, I started providing Content and Copy for CliqueFin's start-up brands. These were: LAYAWAY, EASYInvest, OTT Mobile Technologies, CliqueFin and CliqueMedia.

These were all vastly different industries ranging from fintech and finance to iGaming and Advertising. This was an incredible learning experience as I learnt so much about so many different industries

Brief Work History

Content Manager

OTT Mobile Technologies (a CliqueFin iGaming company)

August 2023 - September 2024

I oversaw the content produced by our SEO agency as well as proofread content that goes out to our business partners.

- Developed content and communication strategies tailored to B2B and B2C audiences.
- Designed and executed internal communication initiatives, including newsletters and an onboarding program to strengthen company culture.
- Monitored content performance using analytics tools, generating actionable insights

Content Writer and Copy Coordinator

CliqueFin (Fintech Start-up)

December 2022- July 2023

My role consisted of a combination of creating original content and editing and proofreading Marketing materials

- Initiated an email newsletter that grew the subscriber base by 30 000
- Developed content for internal communication, ensuring effective and consistent messaging across the organisation.
- Applied SEO best practices to improve content visibility and search engine rankings.

Brief Work History

Assistant Marketing Coordinator

Rewardsco (A telecommunications BPO)

July 2022 - November 2022

I managed traffic for the Marketing team while also providing support to the Creative and Events teams.

- Assisted with copywriting as and when needed by the Creative Team
- Monitored, analysed and reported on marketing campaigns
- Ensured all projects are tracked through Monday.com
- Wrote blog posts for two of the company brands (Mondo and Rewardsco)

Marketing Assistant

Rewardsco (A telecommunications BPO)

January 2022- June 2022

I handled paid media and email marketing, driving targeted campaigns to engage audiences and generate leads.

- Set up and optimised online ads for Facebook based on best practices
- Monitored costs to ensure they met KPI's
- Reported on overall lead generation efforts
- Updated email work flows and proofread emails for clarity
- Managed effective online deal changeover on a monthly basis

Samples of Previous Work

SEO Content Optimisation


Client name withheld

- I did some minor on-page SEO Optimisation for a brand and this was the end result.
- I started off by looking at what keywords the brand was currently using and what keywords their target audience was using. This was a brand that served a specific need so after some competitor and audience research, I knew what we needed to rank for
- By updating the blog posts, meta descriptions and including some internal linking, we started to see a positive change in page views and in the number of sales




A look at the increase in traffic over a month

Samples of Previous Work




Why Your Brand Should Always be Evolving to Remain Relevant

A blog post I wrote for Rewardsco on why your brand should always be evolving




Top 5 WhatsApp Tips & Tricks

A blog post I wrote for Mondo on the top 5 WhatsApp Tips and Tricks



Everything You Need to Know Before Buying Your First Nintendo Switch

A blog post I wrote on my own blog, Playground of Randomness as a guide for potential Nintendo Switch buyers



6 Money Mistakes to Avoid in Your 20s

A blog post I wrote on my own blog, Playground of Randomness.

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OTT

OTT: Capture the December vibes! Win a Xiaomi Redmi 12 or a share of R20k on Second Chance. Valid for vouchers redeemed on Firstbet only. Ts&Cs STOP=OPTOUT

An SMS for the December OTT competition

Brands I've Worked With



rewardsco



SECOND
CHANCE



CLIQUEMEDIA