

Shanice Singh

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[View my LinkedIn here](#)



[View portfolio here](#)

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. I bring with me a wealth of experience in Digital Marketing including Email Marketing, Content Marketing and Paid Social Ads (Meta).

Career Highlights

- Managed paid ads with a monthly budget of R1 million to R3 million
- Exceeded business target of 100 000 leads by September 2022 (Gained 120 000 leads in April 2022)
- Developed and executed a targeted email campaign resulting in a 8.5% increase in open rates (to 11%) and a 234% increase in clickthrough rates
- Managed ongoing communications for an incentive campaign, contributing to a 3.4% reduction in attrition.

Employment History

Digital Platform Specialist | Ignition Group

September 2025- Current

Key Responsibilities

- Owning and managing internal communication platforms such as intranet, Microsoft Teams, SharePoint, email tools, SMS and WhatsApp.
- Building automated workflows to streamline communications and ensure employees receive the right information at the right time.
- Tracking platform usage and engagement metrics and using data to drive improvements
- Enhancing employee experience through targeted communication efforts
- Creating content for company-wide communication efforts such as SMS, email and intranet posts
- Managing internal communication campaigns supporting major business updates, product launches and employee initiatives
- Tracking email open rates, click-through rates and employee feedback
- Developing and maintaining a content calendar to ensure that internal communications are timely and relevant
- Identifying opportunities to promote employee engagement and help foster a positive company culture
- Identified inefficiencies in an existing email system and designed a simplified process that improved execution flow and was organically adopted by the team.

Freelance Digital Marketing Specialist | The Digital Unicorn

April 2022- September 2025

I craft content and execute targeted paid social ad campaigns that drive engagement and deliver results.

Key Responsibilities

- Researching and writing blog posts for various clients
- Optimising paid social ads
- Editing and revising content to ensure accuracy, clarity, and consistency
- Optimising content for search engines
- Meeting deadlines and managing multiple projects simultaneously
- Collaborating with clients to determine content needs and preferences

Multiple Roles | CliqueFin/OTT Mobile Technologies

December 2022 - September 2024

Key Responsibilities

- 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.
- Developed compelling copy for major brands across retail, banking and betting industries. Brands I worked on included: Pick n Pay, Boxer, Nedbank, Standard Bank, World Sports Betting, Capitec, and SunBet.
- Provided content creation and copywriting services for six start-up brands, tailoring messaging to diverse audiences and ensuring alignment with each brand's unique voice and goals.

Complete work history can be found on [LinkedIn](#)

Education

Bachelor of Arts in English and Criminology

University of KwaZulu Natal

Modules included:

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|---|---|
| • Management 120 | • Fundamental Criminology A and B |
| • English Studies | • Victimology |
| • Media Studies | • South African Literature |
| • Introduction to Marketing | • Literature and Journalism |
| • Introduction to HR | • Translation and Intercultural Communication |
| • Period/ Genre/ Creative Writing A and B | • Classical Civilisation 1A and 1B |

A full list of qualifications can be found on [LinkedIn](#)

Key Skills

Content Writing | WordPress editing | SEO Keyword Research | Facebook (Meta) Ads Manager | Copywriting | Microsoft Office | Email Marketing (Mailchimp, Mailerlite and Everlytic) | Internal Communication| Social Media Community Management | Traffic Coordination | Google Ads | Web Content Creation

References available on request