

# SHAWON BARUA SINGHA



+88 01677437237

shawonbsingha@gmail.com

shawonsingha

Aftab Nagar, Dhaka

Performance marketing specialist with 4+ years of experience building and scaling acquisition funnels across B2B and B2C brands. Skilled in turning campaign data into actionable growth strategies, with proven success in improving conversion efficiency and lead quality. Brings a blend of UK education and practical experience in Bangladesh's competitive digital landscape.

## EDUCATIONAL QUALIFICATION

**MSc in Marketing – 2023** | University of Essex | Merit

UK

**BBA in Marketing – 2021** | North South University | CGPA: 3.24/4.00

Bangladesh

## WORK EXPERIENCE

**Shift Leader**

Feb 2024 – Jan 2026

**McDonald's**

**United Kingdom**

### Key Highlights:

- Increased team productivity by 15% through structured shift coordination and performance tracking
- Reduced order assembly time by 10% during peak hours through workflow optimization
- Maintained 95%+ CSAT and resolved 100% of escalated customer issues

### Duties and Responsibilities:

- Managed daily operations and workforce planning for teams of 10–15 staff in a high-volume environment
- Supervised service delivery, transaction accuracy, and operational compliance standards
- Led team coaching, performance monitoring, and on-shift issue resolution
- Executed reporting, cash reconciliation, and operational audits with full accuracy
- Trained new hires on operational procedures, customer service standards, and POS systems.
- Controlled inventory levels, minimized stock wastage, and coordinated with the supply chain for timely replenishment.
- Enforced health, safety, and hygiene protocols through routine checks and compliance monitoring.

**Digital Marketing Executive**

May 2021–Aug 2022

**Wide Anchor Digital**

**Dhaka, Bangladesh**

### Key Highlights:

- Awarded as the Employee of the Month – 2022.**
- Increased CTR by 18% and conversion rates by 12% through A/B testing and landing page optimization.
- Improved campaign efficiency and maximized ROAS through budget restructuring and analytics.

### Duties and Responsibilities:

- Managed PPC campaigns across Google Ads, Meta Ads, and Microsoft Ads for B2B and B2C clients.
- Executed integrated marketing campaigns aligned with client acquisition and revenue goals.
- Developed media plans and campaign strategies based on performance data and market insights.
- Delivered performance reports using GA4 and Data Studio with actionable recommendations.
- Coordinated with sales, IT, and design teams for campaign alignment and execution.
- Managed client communication, presentations, and campaign strategy discussions.

## FREELANCE WORK EXPERIENCE

**Digital Marketing Consultant**

Oct 2022 – Present

**Freelance | Self-Employed**

### Key Projects:

- Scholars BD Lead Generation Campaign – Increased qualified leads through structured funnel design.
- RamenBhai Growth Campaign – Improved engagement and conversion via targeted paid media.
- AutoHaven Performance Marketing – Strengthened brand positioning and campaign ROI.

### Duties and Responsibilities:

- Scaled digital presence for 5+ brands across education, F&B, and automotive sectors.
- Develop and execute full-funnel paid marketing strategies across Meta platforms.
- Manage paid advertising campaigns focused on conversions, lead generation, and revenue growth.
- Conduct marketing audits and deliver performance-driven growth recommendations.

## TRAINING AND CERTIFICATES

### Digital Marketing Certification – 2026 | HubSpot Academy

– Inbound Marketing, Content Strategy, Lead Generation

### Digital Marketing Certification – 2019 | Spade Academy

– Social Media Marketing, Paid Ads, Campaign Planning

## CORE COMPETENCIES

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"><li>• Performance Marketing</li><li>• Paid Media Strategy</li><li>• Conversion Rate Optimization</li><li>• Lead Generation Strategy</li></ul> | <ul style="list-style-type: none"><li>• Campaign Budgeting</li><li>• Audience Targeting</li><li>• Market Research</li><li>• Competitor Analysis</li></ul> | <ul style="list-style-type: none"><li>• Retargeting Strategy</li><li>• Media Planning</li><li>• Campaign Analytics</li><li>• A/B Testing Strategy</li></ul> |
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## TOOLS AND TECH

Google Ads • Meta Ads Manager • LinkedIn Ads • Google Analytics 4 • Google Data Studio • WordPress • Mailchimp  
• HubSpot • Canva • CapCut • Google sheets • Microsoft Office

## EXTRACURRICULAR ACTIVITIES

### Volunteer – 2023 | Essex Student Union

- Supported execution of 10+ campus events with average attendance of 100–300 participants.
- Coordinated with 5–8 team members to ensure smooth event logistics and on-ground operations.
- Managed event setup, registration, and attendee flow, improving operational efficiency.

### General Member – 2019 | NSU Finance Club

- Contributed to organizing 3+ large-scale university competitions with 200+ participants.
- Coordinated seminars and workshops involving industry speakers and student audiences.
- Supported event planning and logistics, ensuring on-time execution and smooth coordination.
- Collaborated with cross-functional teams to enhance event participation and engagement.

## LANGUAGES

**Bangla** – Native | **English** – Fluent

## REFERENCES

Available upon request.