

Shankh Bansal

International Marketing | Digital Marketing | International Logistics

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Professional Summary

Possesses the capability to thrive in a dynamic environment and leverage expertise in International Logistics Management, Warehouse Management, Digital Marketing, Email Marketing and Customer Relationship Management to enhance team success. Results-driven Marketing Specialist with a proven history of driving international growth and proficiency in developing and implementing effective marketing strategies.

Academic Profile

Degree	Institute Name	Year Of Passing	Grades
BBA	Avantika University, Ujjain	2022-2025	8.10 CGPA
HSC (12)	Oxford Junior Collage, Ujjain	2022	65%
SSC (10)	Podar International School, Ujjain	2020	73%

Certificates / Achievements

Certifications: International Logistics Management | Internshala Digital Marketing Certified | Warehouse Management

Achievements: Received the 'Adaptable Collaborator' award from PrepEdge | Campus Ambassador of IMA Indore | Deputy Secretary General for 'Avantika's MUN 2023' held in November 2023 | Team Caption of Management Premium League Season 1 and 2, held in April 2023, 2024 by IMA | Sports Secretary, Class Representative at Avantika University.

Projects / Workshops

Workshop: Engaged in a two-day workshop on import/export documentation at Om Shree Agro Pvt. Ltd. in Indore.

Projects: Developed an export profile for GUARGUM, detailing the primary export market, considerations, key applications, and grades | Created a sustainable startup that uses flower waste as a primary resource to produce a variety of products | Spearheaded global market research initiatives and developed a detailed market entry strategy.

Publications: Creating blogs for the 'Krishnakipadhai' website about the essential skills required in the 21st century.

Areas of Expertise

International Business Logistics: Incodocs | Trademap | Calendly | Travel Risk Map | XE | Google Translate | Zoom

Website management: WordPress | Shopify | Yoast SEO | Hubspot | Canva | Adobe Illustrator | Photoshop | CapCut

Marketing Tools and Platforms: Adobe Creative Suite | Google AdWords, Analytics | MailChimp | SEMRush | CRM

Social Media: Content Creation | Scheduling | Community Management | Facebook Ads Manager | Instagram Ads | VN

Strategic and Technical Skills: SEO | PPC Advertising | Content Marketing | A/B Testing | Analytics and Reporting

Project and Team Management: Agile Marketing | Scrum | Trello | Slack | Microsoft Teams | Google Suite | Basecamp

Professional Experience

International Business Manager | September 2023 - Present

Click Multimedia and Data Analytics Pvt. Ltd. | Indore, MP

- Guided social media marketing for eight international clients, resulting in a 30% increase in their online presence.
- Developed over 20 websites comprising more than 500 pages, resulting in a 50% boost in brand engagement.
- Thoroughly designed and presented over 1000 unique static visual assets as well as 200 video assets.
- Formulated a highly effective search engine optimization plan that focused on specific keywords, resulting in a significant increase of 11,000 distinct monthly visitors and the acquisition of 160 new clients.

Freelance Digital Marketing | May 2023 - Present

Briskolab | March 2024 - April 2024

- Amplified SEO tactics led to a 70% increase in website speed and a 24% growth in monthly organic traffic.
- Planned and implemented a user-focused website that heightened brand engagement by 30%.

Indore Management Association | February 2024 - March 2024

- Effectively heightened brand engagement through social media and expanded reach by 26%.

Socio Labs | September 2023 - November 2023

- Improved the website content to optimize search engine rankings by focusing on 20 specific keywords.

Car Aegis | October 2023 - November 2023

- Designed and evolved a mobile-friendly website to enhance functionality and efficiency by 15%.