

Yash Bansal

E: yashbansalbdj65@gmail.com | M: +918448611048 | L: www.linkedin.com/in/yash-bansal65/ | A: Siliguri, West Bengal

SUMMARY

Dynamic marketing graduate with an MSc in Marketing from the Queen Mary University of London and proven expertise in driving successful campaigns, enhancing brand growth and analysing consumer behaviour. Skilled in communication, project management, and digital marketing, seeking a role in Marketing to deliver impactful marketing solutions.

WORK EXPERIENCE

Sales Stylist | Dan John | May 2024 - August 2024 | London, UK

- Achieved a **50%** increase in sales by providing personalised styling services tailored to customer needs.
- Fostered strong client relationships, increasing client retention by **60%** and achieving a customer satisfaction rate of **95%**.

Supervisor | LPP Reserved | November 2022 - May 2024 | London, UK

- Implemented strategic Visual Merchandising initiatives, increasing sales by **43%**
- Trained **12** new sales employees on company policies and procedures, streamlining onboarding processes
- Advised **800+** customers weekly, achieving a monthly sales target of **£160,000**

Marketing and Sales Intern | Shine Projects | June 2021 - August 2021 | Remote

- Initiated and successfully led the launch of 'Financial Marketing Workshop', driving website engagement through strategic **social media marketing**
- Amplified user engagement from **600** to **1800** through dynamic **copywriting** for social media, emails and website content
- Boosted sales by **2.5 times** - collaborating with team leaders to identify and address missed sales opportunities.

Marketing Assistant - Intern | SIRF Investment | May 2019 - July 2019 | Noida

- Managed the company's social media presence across platforms (Facebook, Instagram, LinkedIn), increasing engagement and brand visibility by **30%**.
- Implemented comprehensive **email marketing** strategies, boosting customer engagement and conversion rate
- Drove engagement across diverse marketing realms under-seasoned mentorship, increasing campaign effectiveness by **50%**

EDUCATION

MSc in Marketing, Merit | Queen Mary University of London | 2021 - 2022

- **Modules:** Digital Marketing (1st), Consumer Behaviour (1st), Brand Management (1st)
- **Dissertation:** Impact of Influencers Marketing on Consumer Purchases using **SPSS** (1st)

Certification in Business Management, Distinction | NGASCE | 2021 - 2021

- **Modules:** International Business (1st), Marketing Management (1st), Financial Accounting (1st)

Bachelors of Commerce, First Division | Amity University | 2017 - 2020

- **Modules:** Accounting (1st), Finance (1st), Marketing (1st)
- **Dissertation:** An Organisational study with specific reference to the Systematic Investment Plan (1st)

LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English (Advanced proficiency), Hindi (Native proficiency)
- **Skills:** Google Analytics, SEO, CRM, PPC, Hubspot, Microsoft Office Suite, Adobe Photoshop, Canva
- **Certifications:** Digital Marketing Certification, SEO Certification, Content Creation Certification